AMERICAN GAS ASSOCIATION MONTHLY

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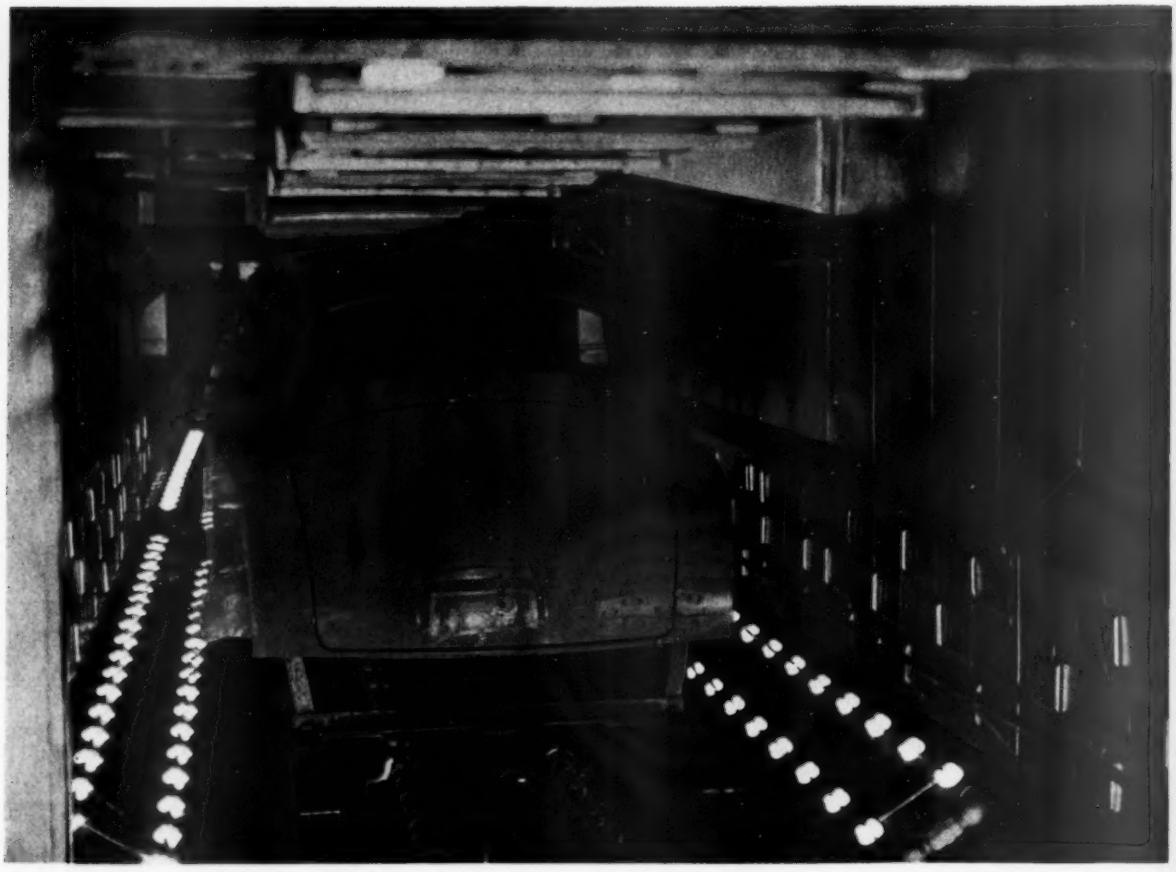
IMAGINATION IS THE DIRECTING FORCE AT CHRYSLER CORPORATION

IMAGINATION OUTWITS WEATHER

TO BRING YOU CARS THAT KEEP THEIR BEAUTY



THIS TUNNEL HIDES

A SECRET OF YOUTH

It's hot in there—even hotter than it looks. For that sedan body is taking the *invisible heat* treatment that enables Chrysler cars to retain their "youthful" beauty through even longer years of service.

This tunnel is actually a giant oven, 195 feet long. In it, more than 550 special gas burners produce *invisible infra-red rays* that dry the colorful enamel on Chrysler cars.

Use of this drying process on car bodies is an innovation . . . a result of our search for ways to make the rich beauty of our cars—always exceptionally durable—last through still more years of weathering.

It took months of experiments and tests to develop this new method and "engineer it for production."

And the result is a process that provides the hardest, smoothest and most durable finish we have ever put on our cars! It dries lustrous Chrysler enamels to a uniform over-all beauty, and dries evenly *under* as well as on the surface.

The bright colors of Chrysler cars can withstand blazing sun, bitter cold and penetrating dampness much longer. Smooth, glowing surfaces can stay that way under the attacks of air-blown dirt and grit.

Practical use of creative *imagination* made this important improvement possible . . . the purposeful *imagination* that, with skilful "engineered production," has brought about so many advances in our products.

In hundreds of ways, that same *imagination* helps make the new post-war Plymouth, Dodge, De Soto and Chrysler models the most advanced cars on the road today!

Plymouth DODGE DeSoto Chrysler

PRODUCTS OF CHRYSLER CORPORATION

Airtemp Heating, Cooling, Refrigeration **Chrysler** Marine & Industrial Engines **Dodge** Job-Rated Trucks **Oilite** Powdered Metal Products **Cycleweld** Products **Mopar** Parts & Accessories

In November 1944, the A. G. A. Industrial and Commercial Gas Advertising Committee published a full page advertisement in six national business and technical magazines entitled "Infra-Red Drying by Gas Cuts Time Nearly 90%." In December 1946, Chrysler published the above advertisement in the Saturday Evening Post, Newsweek *and other big circulation magazines. That spells progress!*

Several very good reasons why range manufacturers have not been able to supply the demand for their product are enumerated in the leading article. Paul Berno, spokesman for the manufacturers, gave his facts-behind-the-scenes account at the Home Service Workshop. It may give the sales manager a bit more ammunition in persuading prospects to wait a little longer for that brand-new gas range. . . . Wrestling with a problem that is causing increasing concern to all business, the A. G. A. Personnel Committee has turned up some interesting characteristics of absenteeism. If you think it was a war phenomenon, read their findings on page 65. . . . A first-rate article on servicing gas refrigerators, directed to home service people, was another workshop feature which is full of useful information. . . . How far television will go in the utility field is conjectural but at least its use shows the industry is alert to modern developments. . . . "Hotwater" Elmer Cone comes through with some smart merchandising advice if we want to gather some of that "cold cash." . . . The appliance testing program gets a further boost from its former Managing Committee Chairman, Mr. Whitwell. His article is full of authoritative facts which underline the value of this program.

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The Range Situation Today

BY PAUL I. BERNO

Development Manager
The Tappan Stove Company

IT is very likely that during the past year the one question asked you more often than any other, and always with an emphatic demand for a complete and satisfactory answer, had nothing to do whatever with your usual field. Am I right in thinking that the most frequently asked question has been, and still is, "Why must I wait so long for delivery of a new gas range?"

It was certainly true throughout 1946 that customers were clamoring for any kind of a gas range that could be had—CP or non-CP, this make or that, with or without the important modern features their new gas ranges should have to make satisfied gas users for a long period of years to come. That condition still prevails largely today and is apt to continue for a number of months ahead. So let's see what's the best answer we can give to the question "Why must I wait so long for delivery of a new gas range?"

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In the first place, it should be made clear that the shortage of ranges is due not so much to lack of normal production as to the pressure of an abnormally heavy demand. According to the Gas Appliance Manufacturers Association, there were produced in 1946 approximately 1,600,000 gas ranges, which is as many as were manufactured during any year in the entire history of the industry with the single exception of 1941. In spite of shortages of every description, 1946 production was 70 percent of that of the peak year of 1941. This is certainly a splendid showing when compared to that of other industries, for example the automotive industry whose 1946 production of only 2,150,000 passenger cars was but 57 percent of its peak year, 1941 also, when 3,745,000 cars were built.

Production could not be expanded to meet the enormous demand which we shall examine in more detail later, because of the acute shortages in practically every item that goes into the manufacture of a range including steel, copper and brass, plastics and even glass for oven doors and lumber for crating. Prewar, when such shortages existed, it often was possible to use alternate materials, such as wood or masonite for certain steel parts or porcelain or lacquer for brightly plated parts. But during 1946 everything, literally, was in short supply and there was very little opportunity for making substitutions.

•

The only methods open to manufacturers for increasing production were to constantly prod suppliers, begging, pleading, threatening or using any other tactic that might be effective, buy premium grade materials at premium prices or odd size pieces that could be used only at the cost of abnormally heavy shear loss, pay premium prices for overtime production, have supplies shipped by air or express to keep production lines rolling, exercise extreme care in the handling of materials to prevent spoilage, and finally to impartially allocate production so dearly bought among prewar outlets. Let me assure you that your manufacturers did all those things to get the largest possible volume of ranges to you in 1946.

Since many of you were especially disappointed at the very few CP ranges that were available last year we should explain how production of ranges built to CP standards encountered one serious shortage that did not effect non-CP ranges. One device required for ranges built to CP standards is the safety pilot for automatic oven ignition. No range manufacturer produces his own oven safety device, but all buy them from outside sources, principally from 5 major suppliers. Each of these suppliers was confronted throughout the year with the same acute shortages of materials and

Presented at A. G. A. Home Service Workshop, Cincinnati, Jan. 20-23.

● Opposite: Worm's-eye view of interior of a large water-sealed gas holder of The Philadelphia Gas Works Co. Photograph shows the framework erected to support the crown of the holder when gas has been removed for inspection or repairs.

skilled labor that were common to all lines of manufacture. But to make the situation worse, the source that prewar supplied perhaps the major portion of all safety pilots did not during 1946 get into production at all. As a result, in a year when demand for ranges built to CP standards exceeded all previous records, fewer oven safeties were available than were had prewar; consequently, it was impossible to produce CP ranges in the same proportion to non-CP ranges that prevailed prewar.

when he tries to buy thousands or even hundreds with the special equipment needed for time control of ovens. It is interesting to note that even though some of the largest manufacturers of electric clocks also manufacture electric ranges, they have been unable to produce clocks even for their own ranges. And all the while more and more housewives are acquiring the desire for a clock-controlled gas range.

There can be no doubt that an enormous market exists for clock-controlled ranges, and clock-controlled gas ranges built to CP standards meet the requirements of that market in a superlative way. We can only hope that necessary equipment will be more readily available during 1947 so that manufacturers can turn out clock-controlled ranges built to CP standards in the quantity necessary to satisfy the market that eagerly awaits them.

It's Lahome
Such Popularity Can Be Embarrassing!
MINNEAPOLIS GAS LIGHT COMPANY
Such Popularity can Be Embarrassing!
MINNEAPOLIS GAS LIGHT COMPANY

—Courtesy "Tide" Magazine.

The Minneapolis Gas Light Co. is currently using gay, informal copy in local newspapers to tell people why it can't deliver new refrigerators, furnaces, water heaters and other gas appliances (via McCann-Erickson, Minneapolis). Copy plays up the "Such popularity can be embarrassing" theme as a springboard for plugging the advantages of gas for domestic use. Example: "We have a problem, too. The clean blue flame *is so popular that we simply can't keep up with the demand for gas appliances and equipment. Imagine—Gas consumption in Minneapolis has* tripled *during the past 10 years . . . ."*

Fortunately, in 1947 all prewar suppliers of oven safeties will again be in full production, and in addition there will be at least one new supplier in the field which makes ground for hope that the ratio of ranges built to CP standards to non-CP ranges will increase to a gratifying degree this year.

This same problem of shortages has limited the number of clock-controlled ranges that have been available. Sources for suitable clocks are even fewer than for oven safeties. And if you've tried to buy one good electric clock for your own use lately, you have an idea of what a range manufacturer is up against

In the face of these acute shortages, the existing demand for durable goods is swollen far above any normal peacetime level, due to the accumulation of needs during the war years when civilian production was practically non-existent and to the normal growth in population during that period of approximately five years.

The Gas Appliance Manufacturers Association estimates that there are today nearly 12,500,000 homes using obsolete ranges over 10 years old; that is equivalent to the total production of the entire gas range industry for the years 1932-1941 inclusive. On top of that, an estimated 500,000 families per year are switching to LP-gas from other fuels,—and the government housing program aims for the erection of 2,700,000 new homes in 1946 and 1947.

Granting that not all of these new homes will use gas for cooking, it still is apparent that production of gas ranges at more than double the peak prewar rate will be required without interruption for at least the next six years to replace existing ranges over 10 years old, and other ranges as they reach that age, to take care of families switching to gas from other fuels, and to provide for the gas industry's share of the millions of new dwellings that are expected to be erected within that time. That's a whale of an order, isn't it?

So the answer to that question, "Why must I wait so long for delivery of a new gas range" is simply "Because shortages of basic materials prevent range manufacturers from expanding production sufficiently to meet today's demands for more than double the prewar volume of new gas ranges."

Now that answer, of course, still does not place a new range in our customer's kitchen, so her next question is: "What are the prospects for better deliveries in 1947?"

While all the shortages we have enumerated continue to exist to a very serious degree, the key to the whole production problem unquestionably is to be found in the sheet steel supply. As the supply of steel increases, countless other items will become more readily available, and production of gas ranges and other articles can be stepped up proportionately. In its year end statement released to the press on December 18, 1946, the Gas Appliance Manufacturers Association stated:

"Gas range manufacturers' production facilities have been increased more than 100% over prewar capacity. Despite this increased capacity, it will be some time *(Continued on page 108)*

Absence Makes Job Grow Harder

A. G. A. Personnel Committee report on peacetime absenteeism indicates that it has not decreased since VJ day

ARE you paying $70 per employee per year for illness absence payments? Are you spending 2.63 percent of your payroll for sick employees? Has your absence rate gone up 33 percent, or 50 percent, or 100 percent in the last five years? Did your 1945 absence rate go even higher than the 1944 rate? If not, then you're better off than the companies who reported these figures. But, maybe you don't know, and can't find out!

The American Gas Association's Personnel Committee is made up of personnel executives of 22 companies. At their monthly meetings a number of these executives have been expressing their concern over increases in absenteeism during the war, and their inability to see signs of decreasing absenteeism since the close of hostilities. Often these discussions came about when a personnel manager brought in a recently-compiled figure showing an increase in the rate or cost of absences to see how his company stands by comparison with others. The very general concern over the rate and cost of absenteeism, and the practical difficulties in making comparisons, decided the committee on a study of the subject.

The study here reported was confined to the 22 companies represented on the committee. It is, then, a sampling, rather than a general, study of the industry.

Going Up

Absenteeism has been going up and up. These companies show an increase, and none show a decrease:

EXPERIENCE OF 6 COMPANIES

Company Number	*Years Compared*	*Change*
3	1945 over 1941	+155%
6	1945 over 1940	+ 53%
12	1945 over 1942	+ 51%
11	1945 over 1942	+ 32%
10	1945 over 1943	+ 21%
2	1945 over 1942	+ 15%

Cost-wise, by which is meant the expense of absence payments in relation to total payroll, these increases are reported. There were no decreases.

EXPERIENCE OF 7 COMPANIES

Company Number	*Years Compared*	*Change*
7	1945 over 1942	+68%
6	1945 over 1940	+50%
2	1945 over 1942	+37%
5	1945 over 1941	+34%
11	1945 over 1942	+32%
9	1945 over 1941	+26%
4	1945 over 1943	+ 9%

Rates and Costs

What everyone would like to know is "What is a normal or average rate of absenteeism?" and "What is a reasonable or satisfactory absence expense?" The committee did not find specific answers to these questions because of (a) the small number of companies interrogated, (b) the widely varying methods of record-keeping employed by these companies, and (c) radical differences in absence-pay policies. Nevertheless, some significant facts were developed:

1. Three companies reported the 1945 cost of payments for illness absence per employee on the rolls. In one company it amounted to $70.48; in the second company, $69.43; and in the third, $50.87. Off-duty injury absences are usually included with illness absences, and sometimes on-duty injuries are included.

2. Companies reported these ratios of illness absence allowances to total payroll for 1945: 2.63%, 2.6%, 2.47%, 1.92%, 1.91%, 1.9%, 1.75%. The cost of absenteeism is influenced by (a) the frequency and severity of absenteeism, (b) company policy as to granting absence allowances—specifically as to amount, duration and waiting period, if any, and (c) the rates of pay of absent employees. It is apparent that cost comparisons are meaningful to the extent these variables are known and evaluated. Other factors include the age of employee groups, and their composition as to sex and type of work.

3. One company reports 8.86 days of illness absence per employee on the rolls for 1945; another company, 7.82 days. Three companies report 2.35 percent, 2.31 percent and 2.07 percent, respectively, of total working days in 1945 lost because of illness and off-duty injuries. Two companies report 5.33 percent and 4.6 percent days lost in 1945 for absences for all reasons except vacations, military leave, holidays and jury duty.

4. Available cost figures really indicate only the expense of payments to absentees. They do not reveal the cost of overtime payments to other employees because of absentees, nor the hidden costs of inefficient operation which often occur when a cog is missing, or a number of cogs are missing, from the organization gears.

Some Do Not Know

Of the 22 companies interrogated, 12 supplied complete information. The other ten companies did not keep records. One of these stated its absence cost as 1 percent of total payroll. Four others are now developing, or planning to develop, a system for analyzing ab-

senteeism. The committee is hopeful that its report on the subject will result in the analysis of absenteeism by many more companies.

How Much of What?

The committee thinks that it is desirable for sizable companies to know the frequency and severity of absences. By frequency is meant the number of absences over a given period of time related to the number, or average number of employees. By severity is meant the total amount of absence for the period in relation to the number of employees. Perhaps the problem would be simple if it ended here, but it doesn't. First, it must be decided whether absence statistics shall cover all kinds of absenteeism, with or without sub-division as to cause, or whether only certain kinds of "uncontrollable" absences, such as those attributed to illness and off-duty injuries, will be counted. Nine of the 12 companies maintain statistics on illness and off-duty injury absences, either as the sole basis for absence analysis or as a separate major sub-division of a more general compilation. Two companies do not maintain sub-divisions according to cause of absence, but keep whole figures on absenteeism for all causes except vacations, holidays, military leave and perhaps jury duty. This has the disadvantage of including time absent for shopping, funeral attendance and similar causes coming under the common terms "personal business" or "excused absences" along with, rather than separate from, the disability absences.

Another difference in practice lies in the fact that several companies maintain figures for paid-for absences only, though the majority compute all absences whether compensated fully, partially, or not at all. The determining factor here would seem to be whether the objective is to measure absence or the cost of absence. Because of the desirability of keeping records to determine not only changes in the absence rate within an organization from time to time but also to compare with other organizations, it seems good practice to record the total amount of disability absence rather than just paid-for absence time.

Still another variant is that companies are about evenly divided in computing absenteeism in terms of (a) hours, (b) working days and (c) calendar days. There seems to be no fundamental difference between an hourly and a working day basis, though the latter may make for easier calculation. A calendar day base does not appear to be as satisfactory as a working day base for statistical purposes because of the natural distortion resulting from the incidence of absences in relation to week-ends, holidays and scheduled days-off.

Expressing the Rate

When the basis for compiling absence statistics has been fixed so that a rate of absenteeism can be expressed, the question presents itself as to how this rate figure can be expressed with greatest meaning. Six companies express the rate as the percentage of days lost; two companies use days lost per employee per year; one company uses only the percentage of cost in relation to payroll; and one company shows total paid-for hours, which is a measure of volume rather than rate (though the rate may easily be obtained from volume).

Taking the Count

The committee did not undertake to learn the specific methods for accumulating and compiling absence data, but the responses indicate that for seven companies the source is the time sheet or other payroll media. Three companies depend on reports submitted through department heads. At least five companies use machine tabulation, which suggests that companies having such machines should consider their use for absence statistics.

How Often?

How often should absence statistics be compiled? Three companies compile monthly; four, quarterly; one, semi-annually; and one, annually. A more significant question is "How often published?" For, experience indicates best results are obtained when department heads receive regular reports showing absence rates by periods and by departments—the more frequently, the better. Each department head needs to see fresh figures to compare the rate with those for earlier periods and with the rates of other departments. This stimulates absence-consciousness and action toward absence control measures. Executive interest and sense of responsibility is necessary to the success of an absence control program.

Postwar Anticipation

The general increases in absenteeism during hostilities are still fresh in mind. It was a national problem and national campaigns were waged by government and industry to combat the trend. It was entirely natural for absenteeism to increase as working hours and fatigue increased. But by now, hours have generally been reduced to normal, the five-day week largely restored, and working forces substantially augmented by the return of veterans and the hiring of new personnel. Yet the looked-for reduction has not appeared and signs of reduction are either scarce or unapparent. There is, then, a growing feeling that the reduction of absenteeism will require awareness of the problem, and a specific program for absence control—and a carefully-planned control program should start with analysis.

Analyzing Characteristics

Without attempting a full analysis, the committee points out some of the more apparent characteristics of absenteeism:

1. The rate of absenteeism is sharply influenced by the season of the year, the

rate being lowest during summer months and highest during winter months—particularly when colds, grippe, bronchitis and other respiratory ailments reach near-epidemic levels.

2. Short-term absences of five or less working days comprise a very substantial part of total days lost. In one company the 1945 short-term absences amounted to approximately 50 percent of total days lost because of illness and off-duty injuries. In another company a three-year record shows that absences of five or less days amounted to 37.4 percent of total illness absenteeism. An eight-year period in another company shows that 54 percent of all disability absence time was caused by respiratory ailments, mostly short-term.

3. Short-term absences offer greater opportunities for reduction through control measures than do long-term absences which are, by their nature, more uncontrollable.

4. The absence rate for women is greater than for men. Usually the women employees of a public utility are in a markedly lower age group than men. Here too, control measures are likely to be fruitful.

5. Employees exposed to the elements while working, such as distribution, service and meter reading groups, are likely to have a higher absence rate than office and warehouse employees who work under shelter at all times. Where practicable, it is recommended that like groups be compared as to absence rates.

6. Analysis may show some striking characteristics of absence in individual cases. For example, one company made an analysis of all 1945 short-term absences which showed that one-sixth of the employees accounted for one-half of the time lost. One woman employee had seven absences totaling nine days, all of which began on a Monday or the day before or day following a holiday. This company periodically discusses the absence record with the union to enlist their active cooperation in minimizing malingering. The union was furnished departmental lists of employees three or more times absent for short-terms during the year. This suggests that other companies consider the advisability of enlisting union support and cooperation in an absence control program.

Conclusions

1. There is no satisfactory basis of comparison in the industry.

2. The rate and cost of absenteeism has risen sharply in the last five years and there are few signs of decrease since V-J Day and since the reduction of working hours to pre-war schedules.

3. Rates of absenteeism as high as nine days per year and as high as 4½ percent of scheduled working time are reported by companies which compile absence statistics. Absence payment costs in excess of two percent of total payroll costs are not uncommon. The cost per employee per year may easily exceed $50.

4. It is believed worthwhile, for companies not now maintaining absence data, to consider the merits of frequency, severity and cost figures on absenteeism.

5. Analysis of the nature and occurrence of absenteeism by employee groups and, on occasion, by individual employees is helpful in determining appropriate control measures.

6. Frequent publication of departmental absence rates and continued executive interest are strong stimuli for absence control.

7. Planned absence control measures should be developed as the basis for a program of reduction of absenteeism.

8. Several of the companies which participated in this study are in favor of developing a yearly report on absence rates and costs by questionnaire. This would have the advantage of providing current comparisons, and a tendency to bring about a greater uniformity in absence statistics.

Companies interested in participating in an annual study, or in receiving the report compiled are requested to inform Kurwin R. Boyes, secretary, American Gas Association, 420 Lexington Avenue, New York 17, N. Y.

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CONSOLIDATED EDISON
COMPANY OF NEW YORK, INC.
SERVICE

One of a series of advertisements showing the advantages of working for Consolidated Edison

Charleston Marks Century of Gas Service

SOME 350 guests, including many leaders in Charleston's civic and political life, attended a reception and banquet December 18, in the Francis Marion hotel, celebrating the 100th anniversary of the manufacture and distribution of illuminating gas in Charleston.

Tendered by the South Carolina Power Company, the event especially honored the descendants of the founders of the Charleston Gas Light Company, its predecessor, which began operations on December 18, 1846.

The six descendants attending the banquet were Mordenai L. Raisin, great great grandniece of Joshua Lazarus, first president; Mrs. Robert McC. Figg,• Jr., great granddaughter of M. C. Mordecai; Caroline Banks Black, great granddaughter of Hugh R. Banks; Mrs. F. G. Boggs, great granddaughter of George A. Trenholm; Mrs. Arthur R. Young, granddaughter of Henry W. Conner, and Mrs. Robert R. Pregnall, great granddaughter of William H. Gilliland. No descendant of George S. Cameron, the seventh founder, was present.

E. L. Godshalk, president of the company, introduced the honored guests and explained the purpose of the banquet, "to pay tribute to the small group of men who had the courage to furnish public service."

Admiration for the men who were willing to risk their capital and their labor to establish light service was expressed by H. Carl Wolf, managing director of the American Gas Association, in the only formal speech of the evening.

Mayor E. Edward Wehman, Jr., extended the city's greetings. The invocation was offered by the Right Rev. Thomas N. Carruthers, bishop of the Episcopal diocese of South Carolina.

Each guest was given an illustrated booklet, "A Century of Public Service," showing pictures of old Charleston scenes and tracing the growth of the gas company.

Servicing Gas Refrigerators

Major factors insuring good operation are correct installation—adjustment—complete customer instruction—good housekeeping

BY WILLIAM W. MARSHALL

Minneapolis Gas Light Co., Minneapolis, Minn.

NOT so long ago the serviceman carried most of his tools in his hip pocket. A wrench, screwdriver, pliers and a supply of matches just about completed his tool-kit.

With the advent of modern automatic appliances, the hip-pocket tool-kit went by the boards. The serviceman had to go to school.

In servicing modern automatic appliances continuous training is necessary. Approved appliances are precision-made, and must be serviced with precision tools. The serviceman must not only be trained in the use of new tools, but must also be trained in the construction, operation, and proper adjustment of the appliance.

The gas refrigerator is a precision-built appliance and will be discussed from a service department point of view.

The manufacturer has always stressed three main points for proper operation:

1. Proper air circulation.
2. Level.
3. The right burner flame.

There is one more point that is at the top of the list in importance and has a direct bearing on satisfactory operation of the refrigerator. This is one point where home service representatives can be of great assistance to the service department. That point is "good housekeeping."

Experience has shown that incorrect installation, improper adjustment, lack of complete customer instruction, and poor housekeeping are the four major causes for improper operation.

While correct installation is quite simple, it requires careful work and sound reasoning if good-will, created by good service, is to be maintained.

Presented at A. G. A. Home Service Workshop, Cincinnati, Ohio, Jan. 20-23.

The location of the refrigerator should be given careful consideration. It should be located where it is easy to use. It should be located where it is readily accessible for service and cleaning. It should never be located in a confined space unless proper means are provided for ventilation. It should not be located where heat from radiators, registers, stoves, or the heat from the rays of the sun might warm up the cabinet. It should not be located on a floor that is not level unless neatly made shims are used. It has sometimes been necessary to reinforce and repair warped or weakened floors before the refrigerator is installed. Cross-drafts should also be taken into consideration when making the installation. While cross-drafts are unusual, they can cause interference with the natural air flow through the condenser fins.

When the location has been carefully decided upon and the installation has been made in a neat and workmanlike manner, the first step in proper operation has been taken.

When the refrigerator is in operation, air enters the open space at the bottom of the cabinet and passes upward through the condenser fins, and out through the louver at the top and rear of the cabinet.

This air circulation takes place naturally and must never be restricted. If the air flow is restricted, slow freezing, high cabinet temperatures and higher operating costs will result.

It is therefore recommended that at least 12 inches be left open at the top of the refrigerator where there is an overhanging shelf or cupboard. Two inches should be left at the back between the refrigerator and the wall.

There are some exceptions to this. In the New Freedom Gas Kitchens, or where properly designed and engineered ducts are installed, the refrigerator can be built into the cabinet scheme.

It must always be remembered that the refrigerator is air-cooled and is provided with condensers and cooling fins that afford efficiency of operation. When improper air circulation exists trouble is sure to result.

The refrigerator must be level. When heat is applied to the generator by the burner, ammonia vapor rises to the ammonia condenser at the top of the unit where it condenses and passes by gravity into the evaporator or freezing compartment.

The cycling of the fluids within the unit is controlled by liquid traps. The various tubes are all sloped to make use of the force of gravity. If, therefore, the unit is not level, this cycling cannot take place and the refrigerator will not work.

The proper place to check the refrigerator for levelness is on the bottom shelf of the freezing compartment. The lower ice-cube tray should be removed and a small level placed on the lower shelf, first making sure that no ice remains on the shelf that would give an inaccurate reading to the level.

The refrigerator should be leveled

Refrigerator must be kept clean at all times

Level the refrigerator on bottom shelf of evaporator

front-to-back and side-to-side. If it is not level, shims should be placed under the legs. The shims should be uniform in size. Unsightly wooden blocks or pieces of torn or ragged linoleum should never be used. The shims should be painted to match the base trim.

The third point for proper operation is the right burner flame. All of the energy which operates the refrigerator is supplied by the burner flame. A measured amount of heat is supplied to the generator at a given pressure. There can be no guesswork. This measured amount of heat is supplied to the burner through a precision spud, and when the burner is properly adjusted, it burns with a clean, blue, odorless flame.

The maximum heat input is determined by the model of the unit. The minimum input is 750 B.t.u. per hour. Minimum heat input does not provide refrigeration, but the heat it provides holds the safety valve in the open position. A very sensitive and carefully calibrated thermostat controls the burner flame between minimum and maximum operation. If the burner should go out, the automatic safety valve closes and shuts off the gas to the burner.

The fourth, and one of the most important points for proper operation is "good housekeeping."

A manufacturer who practices "good housekeeping" in his plant has fewer accidents and increased production. An automobile owner who practices "good housekeeping" keeps his motor, brakes, and tires in good condition. He therefore gets longer life, replaces fewer parts, and will have safer driving for himself from his car.

"Good housekeeping" and good appliance operation go hand in hand. This applies to any appliance whether it be a range, refrigerator, househeating unit, water heater, or large industrial applications.

Experience shows that where "good housekeeping" is practiced, service calls are reduced. Where bad housekeeping is practiced, service calls increase. Thus "good housekeeping" becomes an important function of home service.

How, then, does bad housekeeping affect the first point stressed by the manufacturer, namely air circulation? Remember how air enters around the bottom of the refrigerator, and passes upward through the condenser fins and out through the louver at the top?

Many times the top of the refrigerator is used as a storage shelf. Newspapers, breadboxes, and sometimes even clothing, are stored on the top of the refrigerator, blocking off all air circulation. Pots, pans, brooms, mops, and dish towels are sometimes stuffed around the sides.

Careless sweeping causes lint and dust to be deposited under the cabinet. From there it is carried up in the air stream and deposited on the condenser fins and the outlet of the top louver. Air circulation is blocked. The refrigerator cannot breathe in this coudition. It starts to run a temperature and the doctor is called. A complete cleaning job is necessary. All of this could have been prevented by just a little plain "good housekeeping."

It is good practice to disconnect the refrigerator once every 12 to 18 months, depending on conditions, and clean the condensers with a vacuum cleaner. Many utilities furnish this service free of charge as part of their regular customer service. It not only builds good customer relations, but greatly reduces service calls. It is a highly recommended practice and will definitely benefit any utility giving this type of service.

How does bad housekeeping affect the right burner flame? The construction of the burner is such that ordinary dust carried in the air stream enters the burner dust-tube and is harmlessly burned up in the flame. If, however, dust and lint are allowed to accumulate under and around the cabinet, quantities of it will collect in the burner and gradually close up the air openings. When this happens, the clean, blue, odorless flame turns yellow. Incomplete combustion occurs, and odors result. Another service call is necessary and another complete cleaning job has to be done. This could have been prevented by a little "good housekeeping."

It is good practice to clean under the refrigerator with a damp cloth or mop from time to time. The service door can be opened and the lower exposed portions of the unit wiped off with a damp cloth. This takes little time and very little effort.

Many hours of hard work, and sometimes much money is spent in keeping

Once a year condensers should be cleaned with a vacuum cleaner

Take good care of the rubber door gasket

Clean under refrigerator with a damp cloth or mop

the family car bright and shiny. Oftentimes little thought is given to the refrigerator.

The cabinet is finished in Newtone. Newtone is a beautiful and a very durable finish. Through "good housekeeping" it can be kept just as beautiful as it was the day the refrigerator was delivered. Careless high-temperature cooking causes smoke and steam to come in contact with the cabinet and, if not wiped off, causes the finish to appear to be turning yellow.

Instruct Customers

First, of course, the customer should be instructed in proper modern cooking methods, and then instructed in the care of the refrigerator cabinet. The cabinet should be wiped off with a clean damp cloth and warm water, or washed with a mild white soap and warm water. It can be cleaned and polished with Newtone cleaner and polish. Most utilities and dealers keep this polish in stock.

"Good housekeeping" must be practiced inside the refrigerator as well as outside. There is important air circulation inside as well as outside. The air within the cabinet is cooled by touching the evaporator, or freezing compartment at the top of the cabinet. It then passes downward and touches and cools the foods by absorbing their heat. The air, then becoming warmer, rises again and reaches and touches the freezing compartment where it is again cooled and starts the cycle all over again.

Therefore, it can be seen that foods inside the cabinet must be so arranged that the air can flow freely through them. This air flow within the cabinet must never be blocked.

"Good housekeeping" must also be practiced when defrosting. Usage will determine when to defrost. Usually once a week is sufficient, depending of course upon the refrigerator load.

Automatic thermostats have what is known as a "cut-in-point" on the thermostat. When, during the defrosting period, the temperature in the evaporator reaches 40° to 44°, the thermostat "cuts in" again to the maximum flame and starts the freezng cycle. If large amounts of frost have been allowed to accumulate on the unit, the thermostat "cuts in" before the unit has completely defrosted. New frost will form over the old, and sometimes layers of hard ice will form over the evaporator. These layers of ice and frost insulate the evaporator, reduce the refrigerating effect, and make it harder to remove the ice-cube trays. Leave all ice-cubes in the bottom tray when defrosting with an automatic thermostat.

Performance Suggestions

The following suggestions are recommended for good refrigerator performance and, if followed, will go far to give good customer satisfaction:

1. Keep the refrigerator clean.
2. Keep the inside of the cabinet clean.
3. Keep racks and shelves clean.
4. Keep ice-cube trays and grids clean.
5. Never use abrasive material to clean procelain or aluminum parts.
6. Do not sweep dust and dirt under the refrigerator.
7. Do not store brooms, mops, rags, etc. around and behind the refrigerator.
8. Take good care of the rubber door-gasket.
9. Don't allow grease or cooking oils to accumulate on the door-gasket.
10. Keep door-gasket waxed.
11. Do not allow grease or cooking smoke to accumulate on the cabinet finish.
12. Clean outside of cabinet with mild white soap and water. Use Newtone cleaner and polish.
13. Don't slam the refrigerator door.
14. Handle the removable parts carefully.
15. Do not allow thick coatings of frost and ice to accumulate on the evaporator.
16. Do not open door more than necessary.
17. Cover liquid and moist foods.
18. Use pre-cooled water, stored in the refrigerator, for ice-cubes.
19. Keep water in covered container.
20. Do not over-fill cube trays. Fill to about ⅛" below top of grid.
21. Wipe trays dry on bottom and sides before placing in freezing compartment.
22. Defrost in early evening if possible.
23. Completely remove all frost when defrosting.
24. Defrost the day before buying weekend food supply.
25. Allow air circulation within the cabinet. Arrange food so that air can circulate around it.
26. Do not use ice picks to remove ice cubes.
27. Hold tray and grid under stream of water until cubes break loose.
28. Do not cover shelves and racks with shelf paper. This blocks air circulation.

The function of the serviceman is to render prompt, skilled, and courteous service. The function of the home service department is to promote the sale of fuel and equipment, provide customer education on food and nutrition, and instruct in the proper use of appliances.

The home service department and the service department are closely tied together in rendering service to customers. Each needs the assistance of the other. Through exchange of ideas and policies and close cooperation, much can be accomplished to substantiate the fact that the gas refrigerator is a most important part of the New Freedom Gas Kitchen.

What a Convention!

● Yes—we certainly had a convention!

No doubt you have heard firsthand many of the details of the A. G. A. Convention recently held in Atlantic City.

However, there is one phase that perhaps we could all sort of mull over, now that the shouting has ended.

Think of it—a convention with more buyers than merchandise to sell! And that just about sums it up.

And yet the thing that amazed me and I think it left its mark on everyone—here was the biggest and most brilliant industrial fair—thousands of dollars spent to display merchandise of which a sizable part was for "display only"—yet all the expense, all the work involved, all the time spent—and all of us knowing we were practically dealing in day dreams as far as being able to satisfy the flood of spot orders.

I say that's a brand of optimism that nothing can beat down.

It's deserving of a thousand cheers—cheers for the exhibitors, the organizers, the A. G. A. and G.A.M.A. and for every one of those utility men and dealers whose attendance made the convention the big success it was.

Certainly the Gas Industry has kept the faith. We've pitched in and done a job—and I mean everyone.

With this kind of cooperation; this brand of thinking that looks ahead; this type of leadership that won't throw in the sponge—it looks to me as though we'll really get somewhere. We are ready to achieve big things in the future.

And to support your faith and mine—it isn't going to be much longer now, before we all will be enjoying in reality the things you saw at the convention.

It's been rugged going for all of us—but maybe we'll just be that much keener and smarter in handling the big job ahead of us. For there is a tremendous job that confronts the Gas Industry. It's a job of service. It's a tremendous responsibility for each one of us. And we know we can do it.

—E. Carl Sorby, *Roper Ranger*

Television Enters Utility Field

Nine months practical operation shows the new Utiliscope is valuable in increasing plant efficiency and safety

THE first successful use of television in industry has been disclosed by the Farnsworth Television & Radio Corporation of Fort Wayne, Ind., and the Diamond Power Specialty Corporation of Detroit, Mich., who collaborated in developing for commercial use a sight-transmitting system known as the Utiliscope.

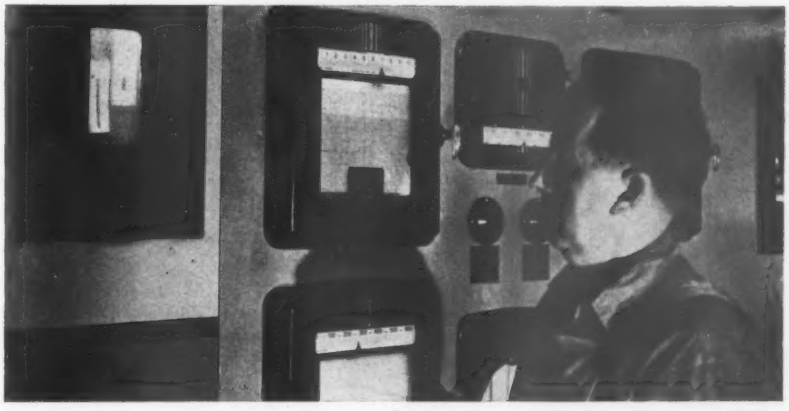
The Utiliscope, which is expected to play an important part in increasing efficiency and safety in industry, has been in practical operation the past nine months at Consolidated Edison's giant Hell Gate Station Power Plant in New York.

It shows, on a screen similar to that of a home television receiver, an exact picture of something currently taking place at a remote or inaccessible point. This televised picture is produced by 60 individual image fields a second, as compared with 48 in sound motion pictures. Moving and changing simultaneously with the operation it reproduces, the picture is continuous, and there is no measurable time lag between its transmission and reception.

At Hell Gate Station, the apparatus is being used to show the water level in a boiler remotely located from the main control room. A photo-electric camera focused on the water-level gauge continuously transmits the picture to the associated control panel where the 200-line image is reproduced on a screen.

This permits observers in the control room to keep a constant check on the boiler 325 feet away. Not only are the boiler and main control room separated by a distance greater than an average city block, but also by eight floors, a building wall and various other obstructions.

Photo-electric television camera at extreme right focused on a water level gauge continuously transmits a picture to the control room



Employee in the control room is able to check the water level gauge by means of the television image on the screen at the left

Gauges on large boilers such as the one at Hell Gate must be under direct visual surveillance at all times, because expensive damage can be caused if water in the boilers rises too high or drops too low. Lofty heights of the boiler drums and line-of-sight obstructions such as galleries and piping often make direct surveillance of gauges difficult for workers, but the Utiliscope has solved this problem.

Use of this equipment in large plants such as the Hell Gate Station is one of numerous important applications for which it is suitable in increasing industrial operating efficiency and safety. It is expected to be valuable in the conduct of dangerous research experiments visually from a safe distance, and in the observation of dangerous processes involving radioactive substance in atomic power plants.

Industrial technicians say the Utiliscope also is useful in observing such operations as the coal feed to pulverizers or stokers; the presence of smoke in stacks; conditions within the steel industry's big furances; the inside of oil wells; the condition of pipelines and their pressure pumps; temperature gauges in large warehouses, especially those involving refrigeration, and readings on electric meters at remote points.

The Utiliscope is compact as well as simple in construction. The complete installation, which weighs only 121 pounds, includes four units—camera with deflection unit, two small power units and the monitor or viewer.

It has fewer tubes than a good radio set, and except for the camera pickup tube—the Farnsworth Image Dissector—all its electronic tubes are standard types easily available. The Image Dissector is a cold cathode photo-pickup tube employing an electron multiplier for amplification of image, which provides clear definition of color contrast. When used with a bi-color water gauge, for example, *(Continued on page 106)*

Cold Cash for "Hotwater"

Automatic gas "hotwater" service can be a tremendous asset to our industry if appliances are intelligently sold, competently installed and properly maintained

BY ELMER W. CONE

Ruud Manufacturing Co., Kansas City, Mo.

TODAY all of us are salesmen. We may not actually sell physical merchandise, but we are all interested in the selling process, for without successful selling, there won't be a successful business.

Being vitally interested in selling automatic gas water heaters, our first step should certainly be to take a close look at the particular thing we have to sell. We're interested in this product and we want to know its good and bad points, know something about its sales resistances and its competition, so we will really know how to sell it.

Five Little Words

We can quickly examine this product of ours by looking at five words. Every one of the five words carries a lot of weight.

The first is "Hotwater."

Note particularly that hotwater is spelled as one word. Hotwater is something more than cold water that has had heat added to it. It's a commodity, a physical product in its own right, a vitally essential product in our modern scheme of living.

If you don't think so, just imagine yourself in a world without hotwater. Then imagine that some new inventive genius created this product—hotwater—hired an advertising agency to give it a glamorous name and advertise its advantages in the magazines, and put a sales crew to work.

You'd have an overnight success, a tremendous and terrific success.

Hotwater is essential to our modern scheme of living. Hotwater is our most common solvent. It dissolves dirt, and the hotter the hotwater is, the more quickly and thoroughly will it dissolve the dirt and wash it away. Your shirt, your floor, your windows, your dishes, your automobile and you yourself become clean. This simple process is the reason there is such a great demand for this great product of ours.

Hotwater is a universal, low-cost highly efficient and effective solvent. It has no competition. For regular household purposes, there's nothing that does the job better. There is no other solvent in existence today that can do the job more cheaply. Everybody wants and has to have hotwater.

We are extremely fortunate that this commodity we sell has no competition and no sales resistance. What salesman wouldn't like to sell a product like that!

To manufacture hotwater, we take our raw material, coldwater, and add heat. To have heat, we must have a fuel. There are five major fuels for heating water. Gas is by far the best. The fuel we have to sell is gas.

Gas is the world's finest fuel for water heating, bar none. It's faster, more flexible, and when all costs are considered, you'll find that gas is by far the most reasonable in cost.

Hotwater as a product has no competition, but gas as a fuel does and in the next five-year "battle of the fuels," gas will have plenty of rugged competition.

Gas enters this battle with many advantages; basic, inherent advantages to meet the hotwater demands of the new home appliances that must have hotwater to function successfully.

Gas hotwater are two of the five words that describe our product.

Now we've really got something, but with it a problem. How shall we deliver this wonderful product to our customer?

Shall we have Norwin Teague design a streamlined can or bottle, paste on a four-color label and sell it over the counter? Shall we deliver it by tank truck or tell the customer to "come-and-get it?" Shall we sell the customer a month's supply of hotwater at a time, or as he needs it?

Must Be Automatic

There's only one answer. We've got to get our product to our customer as he needs it, without thought or trouble on his part and that means that we must deliver it automatically. This is an automatic age; nothing less than automatic delivery will win success in the highly competitive market just ahead.

As salesmen of this product, we're most fortunate our fuel is a completely automatic fuel and lends itself to close, perfect control in a water heater. Two of our competitive fuels are not automatic, and so by that shortcoming, have lost much of their sales appeal.

Let's go a step further. It's fine to sell automatic gas hotwater, but it's entirely probable that the customer will not be well satisfied with it unless the product sold is fitted to his own personal needs and made-to-the measure of his home and family.

The next word in our five-word combination is service.

Briefly, service is a means or method of supplying a demand. Therefore, it is possible for our customer to have automatic gas hotwater but not in a completely satisfactory way. Unless he has hotwater wherever and whenever he wants it, in the quantity and at the temperature he wants, we have not sold an automatic gas hotwater service.

Service is made up of many elements; selection of the right water heater type,

Excerpts from speech presented at 28th Annual A. G. A. Convention, Atlantic City, October 7-11.

size and correct installation. Matched up you've really made a sale that will stick, that will really build your business.

If the customer gets anything less than he wants, anything less than a perfect service, it's not an honest-to-John sale.

The basic product itself, hotwater; the fuel, gas; the method, automatic; all of which are so fitted to the customer's need that he finally gets a service.

But there's something missing and that's the machine that burns the gas and heats the water automatically. The water heater itself makes it possible for the customer to have automatic gas hotwater service.

Brand-name completes the five-word description of the complete product we sell.

What is a brand-name?

It's the name a manufacturer puts on his water heater so the whole world can see it, so everybody will know who built it, is responsible for it, who stands back of it.

American business has been solidly built on brand-names—Lucky Strike, Ivory, Chrysler, Elgin and all the rest.

Our own gas industry has some very valuable brand-names. Many have been established for years and stand for honest merchandise, honestly made and sold. Many have been accepted by the public as a standard of quality.

This is a very tangible asset to the gas industry, so it's good-business to play up, emphasize and exploit good brand-names.

Good brand-names mean good water heaters, so sell good brand-names, promote and encourage dealers to sell good brand-names.

This is what we have to sell, and to borrow a well-known phrase, sell it again and again and again—brand-name automatic gas hotwater service.

If you've heard that the quality-built gas water heater is a rich man's product and that it can only be sold to those with incomes above the average, I'd like to refer you to a national survey conducted by my company several years ago on one particular water heater, the highest-priced water heater in my company's domestic line. In this survey seven percent of all the people who bought these particular water heaters registered various facts and opinions, and any research man will tell you a seven percent sample will without doubt hold good for the entire 100 percent.

This survey developed that over 45 percent of the buyers were in the lower-income brackets. 45 percent of these people who bought the top-of-the-line had incomes that were less than average.

The size of the home or its value will make little difference in selling opportunities ahead. In the same national survey just referred to, covering a seven percent sample of all sales of a top-of-the-line water heater, it was found that over 61 percent of these sales were to homes having a valuation of $8,000 and under and that over 24 percent of them were to homes having a valuation of $5,000 and under.

Right Policy

In selling automatic gas water heaters, there are four basic rules and the first one is to have the right policy, and I speak now from the gas utility standpoint.

Nobody in this world can set the right sales policy for your company but you and your associates. It has always been that way; it always will be, because no two gas utilities operate alike.

There are many matters of policy that are your responsibility and which you and your associates can best decide, but of primary importance are these:

1. Enlist the support of all your trade allies, the dealer, the manufacturer, the builder, and architect, and the LP-gas man.

2. Adopt a policy that allows for continuous and vigorous education of the public through advertising and promotion.

In our program to sell brand-name automatic hotwater service, let's assume that a right policy has been established and we're all ready to jump right into actual selling.

The next keynote here is right selling and that important subject is like a three-legged stool; each leg is of equal importance, but none of them is much account without the other two.

These three legs of right selling are:

1. Right quantity
2. Right temperature
3. Right quality

If the water heater we sell will not deliver hotwater in the quantity the customer wants and needs, the sale is not a perfect sale. The water heater must have a storage capacity and a heat-speed to give the customer that quantity.

Quantity is a very live subject today, for hotwater requirements have increased a lot in the past few years, and will increase even more.

People want and need more hotwater because their appreciation and knowledge of what hotwater will do has become infinitely greater through the work of our schools, our industries, magazines, commercial advertisers, fabric makers, home service departments, public housing, sanitation laws and all the rest.

Hotwater education has indeed come a long, long way in the past 10 years.

Another reason for stressing right quantity as a part of right selling is that today's home has more hotwater fixtures than the home of the past. Tomorrow's home will have even more.

More fixtures and hotwater outlets call for more hotwater. That means that quantity requirements go up. That means that this should be in your mind as you plan to sell right quantity.

There's a third reason why the quantity demand is going to be greater. The automatic clothes-washer and the automatic dishwasher.

The automatic clothes-washer or home laundry machine is very distinctly the glamour appliance of the day and its

sale will often increase the quantity of hotwater needed.

Properly used, the quantity of hotwater used in the conventional-type washer is no less than with the automatic washer. However, it is a physical possibility to use less hotwater by washing two and even three loads of clothes in the same tub of hotwater. In an automatic washer, each load requires a fresh supply of hotwater. But, regardless of the method, right quantity is an essential.

How much hotwater is needed in an automatic? There's a bit of variety here. Four well-known automatic washers' low requirement is about 15 gallons per cycle; the high is around 25 gallons. The average time of a cycle runs from 21 to 40 minutes depending on the make of washer. An average figure against water heater capacity is 21 minutes for the cycle and a hotwater requirement of 15 gallons per cycle.

A 30-gallon gas water heater with an hourly input of 25,000 B.t.u. could be used with a waiting time of a few minutes between loads and no baths could be taken during laundering time.

It's apparent that the demands of right quantity are not fully met unless it is possible for the owner to wash one load of clothes right after another without waiting, without any drop in temperature.

To meet the demands of right quantity, it likewise is apparent that there must be an increase in tank size or in B.t.u. input, and it is here gas has a tremendous advantage over competitive fuels. Increase in B.t.u. input to quicken the hotwater recovery can be done without need to increase the tank size, with gas.

Gas Is Speedy

Gas has many advantages over other fuels, but the particular advantage that's going to pull its weight in this big race is . . . . *speed*. Gas has speed, gas is faster than other fuels and needs less storage space for hotwater.

Gas is a big giant in a small package. Gas can meet modern demands for greater hotwater quantity without jumping either size or price.

Right quantity is the very foundation of right selling, so sell the water heater that will give your customer that right quantity.

The second requirement of right selling is right temperature. Right temperature is simply nothing more than the temperature that will meet all the customer's requirements. If we can meet the customer's top temperature requirements, we can very naturally meet his lower-temperature requirements.

Temperature requirements can be rated in degrees Fahrenheit or in the common terms we know so well—lukewarm, warm, hot and so on. Now with domestic water temperatures, there is no need for fine exactness of temperature degrees as we have in a clinical thermometer; figures that are fairly approximate are close enough for all household purposes; 10 degrees or so plus or minus don't make too much difference in the effectiveness of any household operation that calls for water.

Therefore, if we establish temperature bands, using the common names we know, lukewarm, warm, etc.—and have high and low degree limits in each band, that will serve our purpose very well.

Let's say cold water is below 80 degrees Fahrenheit. Cool water is 80-90 degrees; lukewarm water is from 90-105 degrees; warm water is between 105 and 120 degrees; hotwater is from 120 to 150 degrees, and extra hotwater or very hotwater runs from 150 deg. up.

GOING... GOING...
20
Old "20-gallon," the hot water short-change artist, is on his way out at last
Who will mourn "20-gallon"? Not the merchant plumber, who gets customer-complaints. Not Mr. Home Owner and family, tired of drawing cold water from "Hot" faucets! Not the gas company or manufacturer, exponents of ample hot water for every home. Fact is, nobody in the industry loves this undersized troublemaker. He doesn't even rate mention in the P.C.G.A. official Water Heater Sizing Chart.
Let him go . . . and good riddance!
THE PACIFIC COAST GAS ASSOCIATION
GAS WATER HEATER
SIZING CHART
for Standard Automatic
HOT WATER
THIS CHART is the heart of the Gas Industry's 1947 water heater sales program.
DISPLAY IT in your store. Refer to it in your selling.
The West Prefers
GAS
QUICK • CLEAN • DEPENDABLE • FLEXIBLE • ECONOMICAL

Cooperative Pacific Coast ad aimed at undersized gas water heating installations

If you will instruct people to adopt this very simple system of nomenclature, we will soon arrive at that happy place where we'll all understand each other, at least so far as domestic water temperatures are concerned.

Right temperature is something you're going to hear a lot about.

Right Quality

That brings us right down to the third leg of our stool and that's right quality. Quality is a big word and it covers a lot of territory, but applied to water heaters, right quality simply means the ability to deliver right quantity and right temperature, and keep on doing it day after day, week after week, year after year, without trouble, care or attention.

Right quality means performance and it means long life, and right there we have more very strong reasons why the gas utility should subscribe to the policy of selling long-life water heaters. The long-life water heater is the best protection against competition the gas utility can have.

Sell right quality and you take out a great big, gilt-edged insurance policy on your gas load.

There they are:

1. Right Quantity
2. Right Temperature
3. Right Quality

These are the three component parts of right selling, the three legs of the three-legged stool I've been talking about. For 100 percent right selling, insist on all three.

Our Brand-Name Automatic Water Heater is sold. What's next? To install it, of course. One of the greatest causes of customer dissatisfaction is poor installation.

Right Installation

Install the job right. That's probably extraneous advice, for most gas utilities have rigid rules of installation based on many years of experience.

But others install water heaters aside from the gas utility and when they do a poor job, the gas utility suffers, so why not set up a program of education for all water heater installers. Invite your manufacturer to cooperate: He'll be glad to do it, and he'll do a much better job working with you than working on his own.

The basic rules of right installation are simple:

1. Place the water heater in the best spot you can with relation to the flue and to the most-used hotwater faucet.
2. Check the piping. If higher temperatures are wanted constantly, it's obvious that any iron piping should be replaced by copper pipes or tubing. If higher temperatures are only wanted on wash day and iron pipes are used, it's a fairly simple matter to run a special copper tube from the water heater to the automatic washer.

Right installation is just as important as right selling, for wrong installation can undo all the good work of right selling. Install the water heater so it can give its best performance. That's right installation.

A water heater is a machine, a mechanical appliance. Built right, sized right and installed right, the automatic gas water heater is probably as free from trouble as any appliance in the home, and a much more rugged appliance than most when we consider that it's on duty 24 hours a day and most other appliances are operated but a few hours each week.

But, like all machines, the water heater will do its best work if kept in good working condition and that means right maintenance.

Here too, the gas utility has done an outstanding job of maintaining and servicing equipment that it has itself sold and in many cases equipment sold by dealers. *(Continued on page 107)*

Workers Have Feelings

● Labor relations are fundamentally communal manners. Whether the relations are good or bad depends upon whether the manners are good or bad.

The individuals forming the group that goes out on strike and the individuals who manage the corporations that are struck against, have as one of their chief sources of trouble nothing more or less than a lack of politeness. This politeness is not the surface type that takes off hats in elevators and holds coats and opens foors, but the genuine article that is born in a person and stems from a self-respect that is attained through consideration and respect for others.

A corporation, like an individual, cannot be belligerent, arrogant, suspicious and demanding and still retain the respect and loyalty of its employees and customers. It should not be a braggart as it will become as heartily disliked as the human sort.

Nor should it be a bully. People may fear bullies but they also remember when they are belittled and caused to lose caste before others and they will retaliate in any way possible. If joining a union going out on strike seems the best method of retaliation, that will be the type of reprisal used.

A corporation must be honest and aboveboard in all its dealings or pay the penalty of social ostracization and gain the everlasting distrust of its employees.

We keep saying "a corporation," but what is the corporation as far as the rank-and-file employee is concerned? The supervisory workers are the representatives of management's wishes and methods and from them the rank and file obtain the greater part of the basis of their understanding of what sort of management employs them.

If a foreman is gruff, fails to understand human foibles and weaknesses, doesn't know his job, or displays favoritism, the company that chooses and pays such a foreman is making a mistake. For that foreman will create bitterness and anger by unjust criticism; deep resentment through harshly applied public discipline even if deserved; and a consequent loss of production results until the employee has cooled off.

Through repetition the resentment and anger grows deeper and in time even the most conscientious worker is going to slack off. He will be more prone to listen to and enlarge upon the gripes of others. His ill-treatment will become magnified in his mind and he will go out of his way to find slights, imputations and accusations even when they don't exist. He will find more to complain about and band together with other complainants. He will go out on strike—ostensibly for more money or shorter hours, but what he really wants is recognition as an individual, an individual with feelings that can be hurt, with ambitions and hopes that can be thwarted.

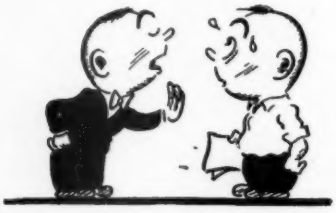
No one gets all he wants out of this life but when you take something away from a baby you try to do it as gently as possible. Employees aren't babies, but they are the flesh and blood, the backbone and spirit of any organization and hard working loyal workers will make a success out of any enterprise and must be treated accordingly.

—James L. Harrison, Jr.,
"The Kalends," October 1946

How To Be A Supervisor

In 7 Easy Lessons*

By——you guessed it: one who in twenty years of experience has not made the grade yet



1 If you don't understand or agree with what your subordinate is trying to say, don't let him finish his arguments. Interrupt and cut him off at the third word of every sentence. After about the sixth or seventh time of this, he'll quit trying, and you will find that you have then won your point: as a supervisor always should.

2 Never give your subordinate positive instructions ahead of time. Let him proceed on his own. Then, when the results come up, criticize him plenty for any errors or omissions he may have made. Thus, you will be able to foster his initiative, and at the same time prove how well you know the job yourself.

* Reprinted from "Supervision."

3 Never commend a subordinate for a job well done, for this might spoil him. After all, he's paid to do it well, isn't he?

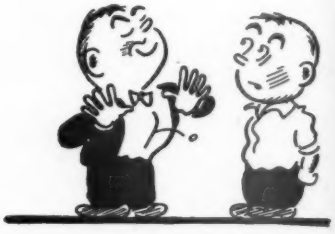
4 When criticisms, corrections, or reprimands are necessary, never administer them to the offending subordinate in private. Be sure that some else is listening in on the procedure. This will enhance your prestige with others, both in the organization and out, depending on who has the pleasure of hearing it.

5 Arrange frequently to be busy for days on end with your own part of the work so that you cannot take time to pay attention to a subordinate's part of the job. The impression this will make on him will be a lasting one.

There are several ways of accomplishing this. By refraining from educating any of your subordinates to do certain necessary parts of the organizational work, or by refraining from delegating it to those who are capable of doing it, you will force yourself to do it personally. Then, if there is a delay and a deadline has to be met, you will find yourself without pretense in a position where you cannot be interrupted until the detail is finished.

Another way is to avoid going through your mail for several days, or even just letting it stand unattended to if you do look it over. This latter method can conveniently be made to stretch out over weeks and more.

The longer you take to approve a document or to respond to a written communication from your subordinate, the more he will come to appreciate your importance.



6 Never waste any time training your subordinates for possible advanced jobs. You won your way to your present supervisory position by a combination of talent, concentration and hard work. If they have the proper mettle, they can do the same.

7 An excellent way to let your subordinate know that you have ideas of your own on the job is to say to him, when you are considering a letter or report he has prepared, "Well, it's not just the way I would have written it myself—but I'll sign it anyway." It also demonstrates your generosity and bigness of heart, to say nothing of your broadminded willingness to overlook his minor faults!

Underwriting Gas Appliance Approvals

Laboratories' testing and inspection must satisfy utilities and appliance manufacturers and specifications must be met that will protect the public as well as indusutry

BY GEORGE E. WHITWELL

Philadelphia Electric Co., Philadelphia, Pa.

THERE is perhaps no better example of our democratic processes at work than the formulation of American Gas Association's approval requirements and the administration of its national gas appliance certification program. As a result our Laboratories Approval Seal has become extremely well-known and is relied upon by utilities, appliance dealers and city officials throughout the nation. In fact it is generally recognized as a trademark identifying gas appliances and accessories which comply with nationally recognized standards of construction and performance.

Well-Supported Program

Few industries support such a broad program of self-regulation in the public's interest. Undoubtedly the democratic principles upon which the whole plan was founded have had much to do with its success. Furthermore, the diligent efforts of interested committees in maintaining a high level of public service has returned to the industry a rich harvest of benefits far beyond enumeration.

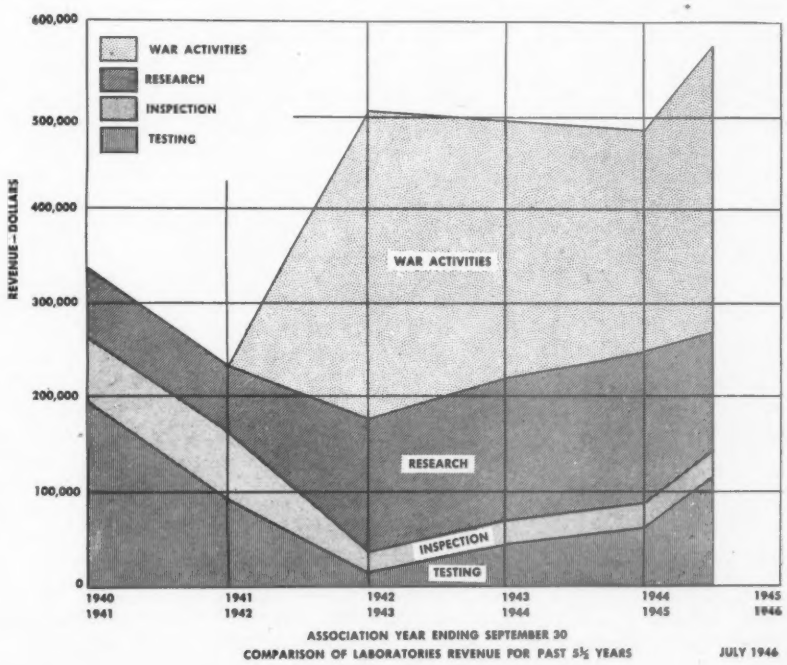
Millions of appliances are built to the Association's standards annually, augmenting those already on our lines. Unquestionably their overall engineering to national standards has greatly benefited our business and its 80,000,000 customers. National acceptance of the plan is in no small measure due to the keen foresight of the men responsible for the establishment of our Laboratories and is, of course, a tribute to their vision.

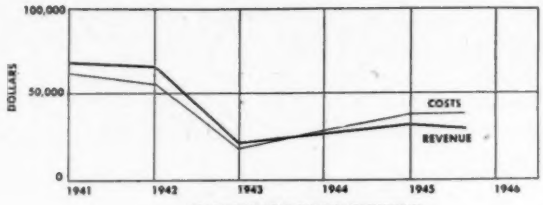
Although I wish primarily to discuss approval requirements and their application, I feel I should first bring out some little known facts regarding the Laboratories' operations, particularly its war record. Through the Laboratories all the continuous flow oxygen regulators used for high altitude flying in this country and a large number of those utilized abroad were produced. Altogether the Laboratories held eight different contracts and developed about 15 different devices. Its total revenue from such sources was in excess of $1,000,000. Approximately 70 percent of the Laboratories' operations during the recent war was confined to war work. Thus, a very real contribution was made to the war effort.

As is so frequently the case, however, this contribution at a time of national crisis was not without its benefits to the Laboratories also. The revenue obtained from war work really was the factor that permitted the Laboratories to continue operations when its normal testing and inspection work had been reduced in volume to a point that otherwise would have forced shutting their doors.

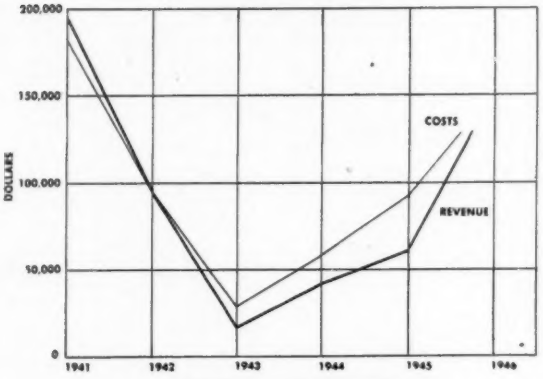
Practically everyone wants to know where Laboratories revenue comes from, what it amounts to, and also where it goes. Briefly it has totaled something like $5,400,000 since their establishment 21 years ago. Roughly 52 percent of this total has been supplied by the manufacturers and the remaining 48 percent from war work and from the utilities. Total income has exceeded expenditures by roughly two percent. Member utility companies underwrote the Laboratories to the extent of $122,000 while the old Natural Gas Association contributed something like $5,000. Expansions have been financed from this fund plus the two percent mentioned as well as from the Laboratories reserve which at one time totaled about $215,000 but which now is a much smaller sum. At present the Association maintains two Laboratories—one in Cleveland and a branch in Los Angeles, representing a total investment of about $550,000.

From a very humble beginning,





ASSOCIATION YEAR ENDING SEPTEMBER 30
COMPARISON OF REVENUE AND COSTS FOR TESTING
FOR PAST 5½ YEARS



ASSOCIATION YEAR ENDING SEPTEMBER 30
COMPARISON OF REVENUE AND COSTS FOR TESTING
FOR PAST 5½ YEARS

growth of the Laboratories, like that of the gas industry, has been phenomenal. Despite occasional misunderstandings, both establishment and enforcement of our standards on a national scale have been so successful, as far as our industry is concerned, that the Laboratories now represent a strong component of our progressive and far-sighted business. While their principal contributions have been to the science of gas utilization, particularly from a domestic, commercial and industrial standpoint, they have contributed to the production and distribution phases of our industry as well.

Essentially, in peace time, the Laboratories' activities are divided between research on the one hand and testing and inspection on the other. With respect to both, the work of the Laboratories is closely controlled by interested groups. Thus, with research, committees of the American Gas Association interested therein are really customers of the Laboratories for whom work is done in accordance with the expressed wishes of these committees and, as in any other business transaction, to their satisfaction.

With respect to testing and inspection, the Laboratories' function with which this paper deals primarily, the situation is more complicated. Testing must be done to certain specifications; it must be done for certain customers; as an industry activity, it must satisfy both utilities and gas appliance manufacturers; the inspections on equipment that has successfully met the specifications must both satisfy the manufacturers and protect the utilities, the public and, often, municipal governments.

In the gas industry, the necessary specifications are known as requirements. They are formulated and adopted by the Approval Requirements Committee, an American Gas Association committee, which has earned the right to and has become a Sectional committee of the American Standards Association. Thus, approval of any requirement by the Requirements Committee becomes the first step in its further approval by the American Standards Association. In accordance with the rules of that Association, the Approval Requirements Committee has, among its membership, general interest members representing practically every important phase of public life.

It is most important to bear in mind that the Approval Requirements Committee is not a committee of the Laboratories, although the two organizations, of necessity, work closely together. The relationship between them is one where the former writes the specifications to which the latter tests and inspects, determining, first, that a piece of equipment meets the requirements and, then, that it continues to be so manufactured.

Prior to adoption of any important requirement, much time and effort as well as expense is devoted to investigations leading to its development. Such activities are financed by the American Gas Association from its General Fund which, of course, is contributed to primarily by utilities. There is also a constant effort to revise and strengthen requirements in keeping with new knowledge. All in all, there are now some 33 requirements subcommittees. These groups formulate and supervise the preparation of requirements in addition to making revisions necessary to keep in step with progress and advancing techniques.

These investigations are performed by the Laboratories at the request and to the satisfaction of the subcommittees of the Approval Requirements Committee. Actually, because it pays for this work requested by its committees, the American Gas Association, with respect to these investigations, is the customer of the Laboratories.

All Industry Represented

Representatives from both the utility and manufacturing branches of the gas industry are included in the Requirements Committee personnel. Each member is an experienced utilization man and is appointed because of his intimate knowledge of the problems to be encountered. More than 250 of the country's outstanding utilization engineers are represented, with membership about equally divided between gas appliance manufacturers and utility interests.

In addition to the requirements for appliances and accessories, basic rules have been drawn up for the proper installation of house piping and gas appliances. While this code largely specifies results desired, it does go somewhat into detailed methods of accomplishment. It will be realized, however, that utilization practices vary throughout the country, and that any national code must indicate results desired rather than go too far into detail. In any event, it is essential that it conforms with sound local policies. Furthermore, it has been made

doubly effective by the incorporation of its major portions into Standards of the National Board of Fire Underwriters for the Installation, Maintenance and Use of Piping, Appliances and Fittings for City Gas.

Separate requirements approved by the American Standards Association are also available for proper installation of gas conversion burners in house heating and water heating appliances. They are principally intended for the guidance of gas company fitters, heating and piping contractors, and conversion burner manufacturers. They are helpful in rounding out the knowledge of anyone interested in the subject.

Most of us realize that in our certification program numerous tests are made on all types of gas appliances before approval is granted. The full significance of these tests, however; the problems involved in their application; and particularly those involved in obtaining national acceptance of them is not always so clearly understood. For example, many tests and examinations consist of determining compliance with construction details. At the present time there is considerable controversy regarding the necessity for such tests. Gas company representatives generally want them because they feel that they represent a necessary index of serviceability while manufacturers claim they restrict ingenuity and for this and other reasons are unnecessary.

While manufacturers generally are not in favor of construction requirements, all interests look with favor on performance tests. Of the two general classifications they undoubtedly are the most important and necessary. The item of safety for example practically covers the water front and may mean anything from assurance against contact with sharp edges to safe-guarding the user from asphyxiation. On such items we have general agreement.

When each requirement has been complied with, the manufacturer secures certification from the Laboratories, commonly known as "approval" or "listing." The manufacturer pays for the test. He is the Laboratories' customer, and, overwhelmingly, throughout my 18 years of connection with the Laboratories, he has been a fine customer and a major contributor to the industry's welfare and development.

Once this approval is secured, a manufacturer, if he so desires, may continue it for a five-year period, subject of course, to satisfactory annual inspections. After certification is granted, the manufacturer's name and his approved product appears in the Laboratories Directory of Approved Appliances and Listed Accessories. Complete lists are published at the beginning of each year and quarterly thereafter. Supplementary lists are prepared and distributed during intervening periods. Copies of these publications are supplied each member company for its information and guidance.

Notwithstanding varying ideas regarding the severity of requirements, the actual facts are that practically all gas appliances and accessories submitted for test and certification fail to comply with all applicable requirements in their entirety as first submitted. Occasionally as much as a year is required before an appliance finally passes all tests, which accounts not only for the great number of retests but also the expense involved. This fact does not necessarily indicate undue severity of requirements but more often the imperfection of appliances as they are initially submitted. Lately this situation has been particularly pronounced in the case of conversion burners and is due largely to the number of new concerns that have entered this field since the war.

It seems important here to pause and emphasize this point with respect to requirements because there are many who believe them to be less exacting than they should be. Yet, simultaneously, there are those who question whether they are not too severe. Nor is this con-

One of eight iodine pentoxide machines used in analysis of flue gases

Determining relative merits of various types of range oven thermostats

Laboratories' inspector checking approved equipment on assembly line

dition something that is unique to this postwar period when strange forces are acting, particularly with respect to gas house heating equipment, to emphatically raise the question. The condition is as old as the Laboratories themselves. It is a tribute, unequalled, to my knowledge, in any other industry, to the gas industry's democratic program of self-policing that it has survived these inevitable differences of opinion among the many interested parties.

Outline Program

So that it may continue to be of still greater benefit to the public and to the industry, let us understand this program. It consists of requirements prepared by a committee of the American Gas Association on which all interested parties, with their divergent views, have proper representation; of the Laboratories, helping through closely supervised investigations to formulate these requirements and then testing, approving and inspecting under them; of gas equipment manufacturers who build their equipment with full knowledge of these requirements and have it tested thereunder, properly zealous in seeing that each requirement is both necessary and economic; and of gas utilities, anxiously striving for the best of service and the stable growth of their business, while, at times, they are plagued with problems, seemingly all too slowly solved by a program which of necessity and in its own best long-term interests must move only in the direction agreed to by all the parties to it. It is also the program of the public and of governing bodies which have grown to have faith in it because it has served them well. Finally, it is a program that is a part of the American Standards Association.

Natural, manufactured, and mixed gases, as well as butane-air and liquefied petroleum gases are available at both Laboratories for test purposes. The gases selected are chosen for their combustion characteristics. Theoretically and practically as well, any appliance which operates satisfactorily on them will provide even more acceptable service on any other gas found throughout the United States. Pressure variations likewise are considered, these covering an increase of 50 percent upward and a decrease of 50 percent downward from normally accepted values. In other words, approval tests are conducted at the lowest as well as the highest service pressures likely to be encountered.

As an example, for city gas approval, which covers most of the gases in which we are all interested, appliances must consume safely not only manufactured and natural but mixed gas as well. Thus safety is assured for any city gas at any distribution pressure likely to be encountered. Similar treatment, of course, is afforded appliances designed for the consumption of liquefied petroleum gases, the only difference being that equipment approved in the latter category must not only bear the Laboratories Seal but also a permanent marking indicating that the approval covers only liquefied gas fuel.

To conduct such an elaborate program involves not only extensive but sensitive and costly equipment. Between the two Laboratories the Association has a depreciated investment of about $150,000 in apparatus including everything from the sensitive iodine pentoxide which measures and will indicate accurately the presence of 1/1000 of one percent CO in combustion chambers to slope gages that will detect variations in static draft pressure as low as 1/1000 of an inch.

Periodic Inspections

To police such a broad program of national certification naturally requires periodic unannounced inspections of a large number of certified models. During the war little of this was done, not only because of lack of finances, but also because of insufficient manpower. Normally Laboratories' inspectors travel more than 75,000 miles each year covering the eastern part of Canada and all of the United States in making unannounced and regular annual inspections.

In addition to their efforts, the Laboratories' management bespeaks the cooperation of all interested parties and particularly utilities and member manufacturers in making the application of their approval program effective. It frankly asks for your help and wants you as well as others interested in the successful promotion of their business to report what you consider to be requirements policy violations. Such information will be regarded as confidential if desired and should go a long way toward enhancing the overall acceptance of our product.

Besides our own efforts something like 250 cities throughout the United States have adopted and are now enforcing local ordinances which require in effect that the appliances sold or installed in their limits must meet the latest Americans Standards for such equipment. City inspectors generally have come to rely on the Laboratories Approval Seal and its presence determines the acceptability of an appliance. This condition likewise prevails in the District of Columbia while most Government bureaus likewise demand and require certified gas equipment.

Previously it was indicated that our requirements represent in effect an intelligent and carefully determined compromise of local viewpoints. This being the case, one might logically ask what are the advantages of such a policy. Actually, the correct answer is the same as that used to justify the Laboratories. Briefly it is one of standardization. If we are to have the more abundant life which everyone so ardently desires, we must employ standardization to the greatest practical extent.

Actually you can now purchase a new gas range, providing one is available, with all-enameled finish, oven heat control, automatic ignition and other modern conveniences for about the same figure that a far from comparable model, even though it was the best then available, cost 20 years ago. The 20-year old model was only partially enameled, probably had no heat control and certainly no automatic ignition. Obviously labor and material costs have not gone down in the meantime; consequently, there is only one item to which this improvement can largely be attributed and that is standardization.

Less Models Produced

When the Laboratories first began operations, one manufacturer alone carried around 38,000 models of gas ranges, all differing in some respect. I am not exactly certain how many models he produces today, but I am sure that it is only a very small fraction of the number carried by him 20 years ago. Again this process of product simplification and standardization can be attributed almost entirely to the application of approval requirements and the Laboratories' testing and inspection activities.

In the accomplishment of an overall improvement program, the wishes of the few must *(Continued on page 107)*

LP Gas Industry in 1946

Growth in use of LP gas was experienced in distribution for gas manufacturing household purposes, and chemical manufacture

BY C. G. OBERFELL AND R. W. THOMAS

Phillips Petroleum Co., Bartlesville, Okla.

C. G. Oberfell

ANYONE studying the growth of the liquefied petroleum gas industry will at once recognize the tremendous strides made in volume of product marketed. Particularly is this growth impressive when one considers that as of the end of 1946 the annual marketed volume is 13 times the volume that it was 10 years ago. Not only has the increase in the marketed volume of these products approached staggering proportions but in addition the methods of handling, selling and utilizing these products have developed to a stage of refinement and acceptance that liquefied petroleum gas now is regarded as a necessary and dependable fuel equal to the best available materials for similar use. The past year is the first full year since mid 1941 in which the industry has operated without any direct war-time restrictions. The development and growth of the industry during 1946 would have reached even greater proportions had it not been so unduly restricted by the same material and manpower shortages as were experienced by most of the other industries in the country during this readjustment period.

R. W. Thomas

It is worthy of particular note that the total estimated marketed production of LP gas during 1946 amounted to a little more than three times the marketed production of LP gas in 1941, the last full year of production and sales prior to the war. It is estimated that the total marketed production of LP gas in 1946 (1,425,000,000 gallons) exceeded the marketed production of 1945 by 33.5 percent. Particularly for household use and for gas manufacturing the demand for LP gas far exceeded the marketed volume which was limited by the unavailability of utilization and transportation equipment.

Domestic Use of LP Gas

It is estimated that at the close of 1946 there were approximately 3,500,000 homes using liquefied petroleum gas for household purposes. In addition to these household uses, this particular classification of marketed production (See "Domestic" in the Table) includes the many other requirements for which these customers desired LP gas, such as irrigation pumping, tractor fuel on the large farms and ranches, chicken brooding and the many other demands that existed for a fuel of this nature. Included in this classification of marketed production there is a considerable volume which was used for industrial purposes, internal combustion engines and for gas manufacturing purposes. This consumption was tabulated in this classification because it was sold by producers to distributors whose principal sales were for household purposes.

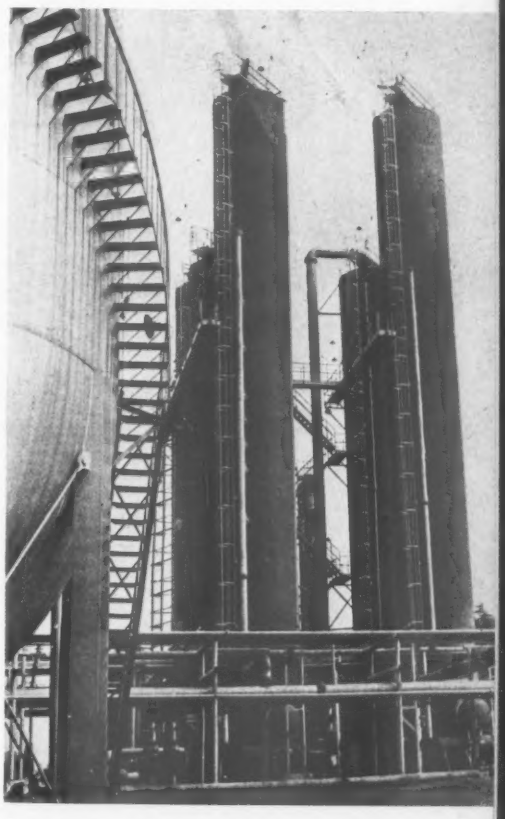
In spite of the shortage of steel for tanks, cylinders and appliances which limited the number of new installations, the increased use of the gas on the part of continuing customers and the demand on the part of new customers installed during the year brought the total estimated "domestic" consumption to 763,000,000 gallons, an increase of 43.1 percent over 1945. This large increase was possible only because of the initiative and ingenuity displayed by the marketers. One evidence of this was the development of distribution methods by which a far greater number of customers was served with a given number of cylinders than was thought possible a few years ago.

Manufacturers are recognizing the tremendous demand for LP gas consuming appliances and their increased interest in this market is worthy of note. Another interesting trend is the increased use of meters for measuring household consumption.

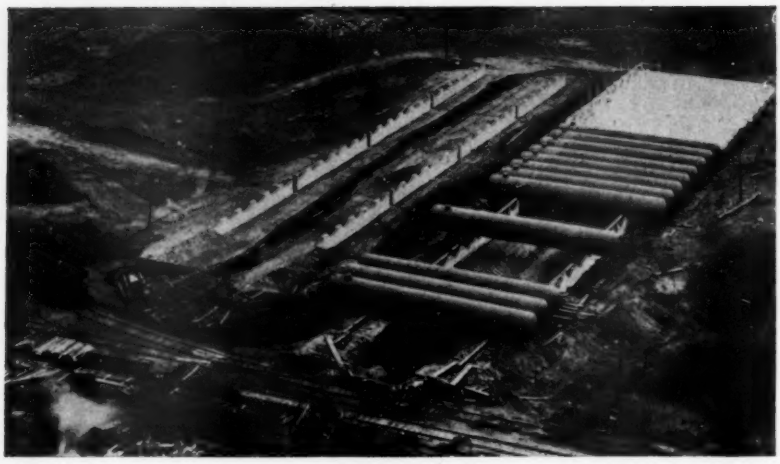
The past year has seen the greatest demand for new bulk stations, both on the part of companies already in the business as well as by newcomers. This has resulted in making the distribution of LP gas to the consumer more economical because of shorter hauls, a factor that brings lower cost to the operator and an advantage in obtaining greater consumer saturation. Indications are that this trend will continue. It is estimated that approximately 2500 bulk distributing plants are in operation now.

Industrial Use

A number of industries were greatly curtailed or completely shut down in



Fractionation equipment for recovery of liquefied petroleum gas



Installation of liquefied petroleum gas storage tanks by large utility company for augmenting gas supply

the conversion from war-time to peacetime activities and very little growth in LP gas volumes consumed for industrial use was experienced during the past year. Because of material and manpower shortages an increased demand for LP gas in existing industrial installations and in new installations did not materialize. In 1946 it is estimated that 257,000,000 gallons were used. This represents an increase of 0.2 percent over that consumed in 1945.

In addition to industrial uses, LP gas sold directly by producers for fueling internal combustion engines is included in this tabulation. A certain growth in this use was evident but much of the product so used was sold by resellers and included in the domestic classification.

With increased distribution of natural gas it is to be expected that some LP gas will be replaced with this fuel. In a number of conversions natural gas will be purchased under high cost peak load prices or with shutoff provisions. In such cases LP gas installations will be used for standby. As industrial reconversion progresses and manufacturers build many of their plants which are now in the planning stage, sales for industrial uses will again expand.

Use of LP Gas by Utilities

The largest percentage increase in consumption for LP gas during the past year was by utility companies for gas manufacturing. The estimated sales volume was 80,000,000 gallons, an increase of 48.6 percent over 1945. Many gas manufacturing plants operated throughout the war years in a state of low efficiency due to inability to secure replacement parts or new equipment. A number of these plants have been converted to LP gas during the past year with an appreciable economic advantage. There are now more than 300 towns served by gas manufacturing plants depending upon liquefied petroleum gas for their entire requirements.

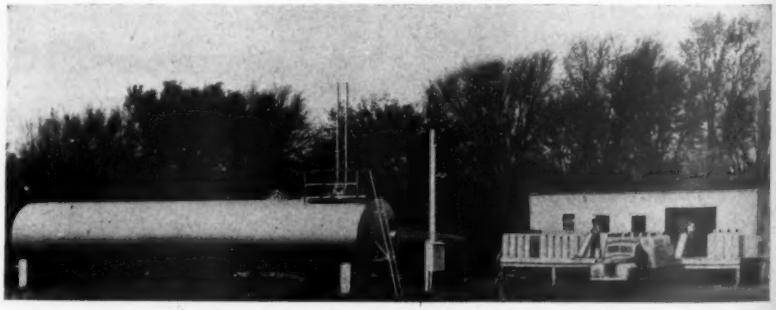
An increasing number of homes were converted to natural or manufactured gas for house heating. As a result utilities are experiencing large winter peaks in the demand for house heating. The additional house heating load has taxed their manufacturing facilities or transmission lines beyond their physical limits, resulting in the need for additional gas producing and transmission facilities. To satisfy this peak load requirement many utilities are installing LP gas storage to supply this periodic deficiency in gas supply. Since the utilities' peak demand occurs at approximately the same time as does that of the LP gas industry, it is necessary for the utilities to install sufficient LP gas storage to satisfy this seasonal demand. Due to the shortage of steel for manufacturing storage tanks only a portion of these projected installations were completed in 1946. Part of this huge peak load demand for LP gas may be temporary, pending construction of additional gas manufacturing facilities or additional natural gas pipe lines; however a large portion of this demand can be considered permanent.

Chemical Uses

Liquefied petroleum gases make excellent feed stocks for the production of certain intermediate materials in the manufacture of chemicals. As a result of the impetus given by the war activity in synthesizing a great number of chemicals, this industry has continued to grow since the termination of hostilities.

Assuming that the demands of the same general type of chemical manufacturing activity are included in this classification as in previous tabulations, it is expected that during 1946 approximately 325,000,000 gallons of LP gas will have been consumed. This represents an increase over 1945 of 44.8 percent. The above consumption excludes the C_3 and C_4 hydrocarbons used for the production of motor fuel, aviation gasoline, and synthetic rubber components.

Large quantities of LP gas are still being used in the manufacture of synthetic rubber components. The plants employing raw materials derived from petroleum are still in operation and in general have not curtailed their output, but rather have endeavored to produce the maximum quantity possible. Therefore the demand for this purpose has been high through 1946 and will probably continue in approximately the same amount through 1947.



Typical liquefied petroleum gas cylinder filling plant

Industry Activities

Accompanying the growth of the LP gas industry has been the development of high safety standards. This activity has been advanced by national and state associations comprised of industry members, as well as by the organizations of the individual companies. One of the foremost accomplishments in establishing minimum safety requirements was the revision of the National Board of Fire Underwriters Pamphlet No. 58 entitled "Standards for the Design, Installation and Construction of Containers and Pertinent Equipment for the Storage and Handling of Liquefied Petroleum Gases as Recommended by the National Fire Protection Association." The Liquefied Petroleum Gas Association, a national organization, is constantly active in developing these standards. Many states and municipalities have adopted these standards as the basis for statutes and regulations to govern the conduct of the industry's activities.

Refueling meter type installation from tank truck

An effective publicity campaign has been continued during the year by the Liquefied Petroleum Gas Association. Electricity continues to strive for a leading role as competitor to LP gas for the household uses.

During the war large quantities of liquefied petroleum gases were recovered in refineries for use in the production of aviation gasoline and synthetic rubber components. Since the cessation of hostilities *(Continued on page 107)*

MARKETED PRODUCTION OF LP GAS

Year	Total Sales		Distribution—1000 Gal. Annually							
	Gallons In Thousands	Percent Increase	Domestic[a]	Percent Increase	Industrial and Miscellaneous	Percent Increase	Gas Manufacture	Percent Increase	Chemical[b] Manufacture	Percent Increase
1922	223	—								
1923	227	24.4								
1924	376	36.0								
1925	404	7.2	*Sale of Liquid Petroleum Gas Confined Primarily to Bottled Gas Business Prior to 1928*							
1926	465	15.2								
1927	1,091	134.6								
1928	4,523	314.6	2,600	—	400	—	1,500	—	—	—
1929	9,931	119.6	5,900	126.9	1,500	275.0	2,500	66.7	—	—
1930	18,017	81.4	11,800	100.0	2,200	46.7	4,000	60.0	—	—
1931	28,770	59.7	15,295	29.6	7,172	226.0	6,303	57.6	—	—
1932	34,115	18.6	16,244	6.2	8,167	13.9	9,703	53.9	—	—
1933	38,931	14.1	16,626	2.3	13,987	71.3	8,318	—14.3	—	—
1934	56,427	44.9	17,681	6.3	32,448	132.0	6,298	—24.3	—	—
1935	76,855	36.2	21,380	20.9	47,894	47.6	7,581	20.4	—	—
1936	106,652	38.8	30,014	40.4	67,267	40.4	9,371	23.6	—	—
1937	141,400	32.6	40,823	36.0	62,610	—[c]—	11,175	19.3	26,792	—
1938	165,201	16.8	57,832	41.7	62,694	0.0	12,386	10.8	32,299	20.5
1939	223,580	35.3	87,530	51.4	93,723	49.4	15,435	24.6	26,892	16.7
1940	313,456	40.2	134,018	53.1	124,482	34.5	20,285	31.4	34,671	29.0
1941	462,852	47.7	220,722	64.7	172,669	38.6	25,255	24.5	44,206	27.5
1942	585,440	26.5	299,559	35.7	201,447	16.7	31,366	24.2	53,038	20.0
1943	675,233	15.3	339,380	13.3	242,978	20.6	37,519	19.6	55,356	4.4
1944	898,071	33.0	445,617	31.4	254,590	4.8	45,879	22.3	151,985	175.0
1945	1,067,979	19.0	533,262	19.7	256,577	0.8	53,849	17.4	224,291	47.5
1946	1,425,000	33.5	763,000	43.1	257,000	0.2	80,000	48.6	325,000	44.8

[a]See Section III for definition of domestic uses.
[b]See Section VI for definition of chemical uses.
[c]Not comparable due to segregation of chemical manufacturing.

REMARKS: In this table "Total sales" for all years except 1946, were obtained from U. S. Bureau of Mines reports. "Distribution" for the years 1931 to 1945, inclusive, was obtained from the same source. All other volumes were estimated by the writers. The total sales volume includes all liquefied petroleum gases (propane, butane, and propane-butane mixtures) when sold as such. Until 1944 the sale of pentane when sold for any purpose other than motor fuel blending was included. Since then it has been excluded. It does not include butane when blended with heavier petroleum fractions for motor fuel purposes. Intercompany sales transactions such as purchases of liquefied petroleum gases by one company from other companies and resold as liquefied petroleum gases, have been eliminated in order to avoid duplication of sales figures. The data do not reflect sales of liquefied petroleum gases used directly by the producer at the point of production, for fuel, polymerization, solvent de-waxing, etc. Neither do the figures include sales of hydrocarbons to plants manufacturing synthetic rubber or aviation gasoline or their components.

Plumbers' Association Promotes Gas Water Heating Business

AS a prelude to a bold and all-out bid for the automatic gas water heater market in their territory, members of the Portland Master Plumbers Association, Inc., attended a buffet dinner at which a colorful promotion program was "unveiled" on the eve of its mailing to 85,000 Portland homes. President Arthur H. Bohren presided at the meeting.

The mailing puts the Master Plumbers Association openly on record as recommending the automatic gas storage water heater and follows through with the suggestion that the master plumber is the man from whom to purchase it and to install it.

Enclosed with each folder is a business reply postcard requiring no postage and addressed to the master plumbers in care of a postoffice box. From there the cards are distributed to the master plumber who is selected by the customer or, if no choice is indicated, to the shop nearest the home from which the reply originated.

The folder includes a directory of participating members of the Association by districts, such as east, north, northeast, etc., so in many cases the customer may go directly to a shop, thus making the cards not necessarily a complete measure of the campaign's effectiveness.

Fred Kimball, Portland Gas & Coke Company promotion manager who assisted in producing the mailing piece, reviewed the utility's promotion on gas water heating and showed how the plumbers' promotion tied in with it. He also announced a special handout piece made available for Master Plumbers to attach to work orders and to be left with the housewife by the journeyman making the call.

Designed to further pave the way for more automatic gas water heater sales for the masters, the little black and green folder has a calendar on the back and also a coupon on which the name of the shop is rubber stamped. There is a coupon on which the housewife may indicate any desire for additional information on water heating—the coupon to be picked up by the journeyman when he leaves.

A. O. Leech, the utility's manager of commercial and industrial sales, pointed out to the masters the low cost of heating water with gas automatically and showed it in many cases to be as low or lower than sidearm methods.

Part of colorful promotional brochure distributed by Portland Master Plumbers' Association to advance the sale of automatic gas water heaters in that territory. Folder included a directory of participating Master Plumbers so customer could go directly to a plumbers' shop for further information

Fred M. Kimball, Portland Gas & Coke Company's promotion manager, explaining to members of the Portland Master Plumbers Association how their all-out bid for the automatic gas water heater market ties in with the utility's heavy promotion on water heating.

Officers and directors of the Portland (Ore.) Master Plumbers Association who authoriz d the Association going on record as favoring automatic gas water heaters. They are: J. B. Lewis, Theodore Roy and Martin Morlan, directors; Jack Howk, financial secretary-treasurer; Frank Burfitt, Jr., recording secretary; Arthur H. Bohren, president. Absent when the picture was taken were Erroll Murhard, vice-president; and Barney Thornburg, director.

Refrigerator Winners

Veronica Lake, of London, England, is one British war bride who is beginning her career as a homemaker with a gas refrigerator in her kitchen, thanks to "Bride and Groom" radio show.

She and her fiancee, Clifford Endsley, Long Beach, Calif., were married during the December 30 "Bride and Groom" program, which originates in the Chapman Park Hotel, Los Angeles. Above, they are inspecting their new refrigerator, assisted by master of ceremonies John Nelson, who presented them with a shower of gifts after the ceremony.

Kansas City-Wyandotte Companies Merge

THE Securities and Exchange Commission in Philadelphia, December 27, approved the merger of the Kansas City Gas Company and The Wyandotte Gas Company into The Gas Service Company. The merger became effective at midnight, December 31.

Briefly the merger will permit The Gas Service Company to simplify its corporate structure, carrying through a $16,000,000 refinancing program and saving in interest payments of approximately $300,000.

T. J. Strickler continues as operating head of the Kansas City, Mo., property in Kansas City, Kansas.

Advertising Copy Contest Underway

RULES and regulations covering the 1947 Better Copy Contest of the Public Utilities Advertising Association have been announced by H. Briggs, Jr., chairman of the Better Copy Contest. This annual contest was inaugurated by the Association in 1924 and is the nation's oldest advertising competition.

Among the 17 contest classifications for material to be judged are: newspaper advertisements, employee publications, bill enclosures, direct mail pieces, special booklets, window displays, outdoor advertising, annual reports to stockholders, motion pictures and radio advertising.

The contest is open to all public utilities regardless of whether they are members of the Association or not. Advertising material entered in the contest must have been prepared originally by the company submitting it, or for the company by its advertising agency. Syndicated material is not eligible. Material may be submitted by an advertising agency member in the name of its utility client.

Material submitted must have been published during 1946, with the exception of 1946 Annual Reports, which are eligible if received by the April deadline.

In judging the entries, the utilities are separated into three groups: Group A—Utilities with less than 100,000 customers; Group B—Utilities with 100,000 or more, but less than 400,000 customers; Group C—Utilities with 400,000 or more customers.

In 14 of the 17 classifications, there will be one national winner and two "honorable mentions" in each of the three groups. In three classifications, all of the companies compete as one group. This will give 45 national winners and 90 national honorable mentions for a total of 135 awards.

To be eligible entries must be in the hands of the designated committee member for each classification not later than March 3, with the exception of annual reports, for which the deadline is April 1.

Awards will be announced and certificates issued to the winners at the Association's annual convention in June.

Members of the National Committee who will supervise judging in the various classifications are: Herbert Briggs, Jr., chairman, Philadelphia Company; W. J. Amoss, New Orleans Public Service, Inc.; Bentley Barnabas, Kansas Gas and Electric Co.; James A. Carvin, Indianapolis Power and Light Co.; Edgar B. Chestnutt, Arkansas Power and Light Co.; Ted B. Ferguson, Texas Power and Light Co.; Francis K. Godwin, Colorado Central Power Co.; J. H. Grant, Houston Lighting and Power Co.; Robert R. Gros, Pacific Gas and Electric Co.; Walter G. Heren, Union Electric Company of Missouri; Gussie O. Jones, Atlanta Gas Light Company; E. R. Keller, Cincinnati Gas and Electric Co.; T. H. Kettle, Northern States Power Co.; C. M. Kilian, Alabama Power Co.; C. D. Lyon, The Potomac Edison Co.; Donald Mackie, Commonwealth and Southern Corp.; Henry Obermeyer, Consolidated Edison Co. of New York, Inc.; Paul L. Penfield, The Detroit Edison Company; K. R. Walter, Long Island Lighting Company; Charles J. Allen, ex-officio, The Connecticut Light and Power Company.

"Inch" Lines Provide Gas for Pittsburgh*

D. P. HARTSON, vice-president and general manager, Equitable Gas Co., Pittsburgh, Pa., on December 27 opened the valves that released into the company's transmission lines the first of an 11,250,000 cubic feet daily allotment of natural gas from the Government-owned "Big Inch" and "Little Big Inch" pipe lines, which are now being operated by Tennessee Gas and Transmission Co. for the emergency movement of natural gas from Texas to supplement normal supplies of gas for industrial customers in Indiana, Ohio, and Pennsylvania.

The valve that Mr. Hartson turned to start the flow of Texas gas into the Pittsburgh district for use by Equitable Gas Company customers is one of three such valves on feeder lines leading from the two "Big Inch" pipe lines into three transmission lines of the company at points north of Waynesburg in Greene County, Pa., where the "Big Inch" lines cross the transmission lines of the company.

The 11,250,000 cubic feet per day allotment was made to the Equitable Gas Co. on the basis that the "Big Inch" lines will transport 100,000,000 cubic feet per day. In the event, as is expected, the lines carry more than 100,000,000 cubic feet per day, the allotment will be proportionately increased. The allocation to the Equitable Gas Co. amounts to 11¼ percent of the delivery through the "Inch" lines.

While this Federal Power Commission allocation of gas from the "Big Inch" will not entirely remedy the gas supply problem of the Equitable Gas Co., it will help defer the length and the severity of the curtailments in the use of gas by industrial customers.

Industrial and residential customers have been using more than their normal volume of gas since the beginning of the recent coal strike. Also, thousands of householders have converted from coal to natural gas for heating, and industry in the Pittsburgh district is using considerably more gas now than before World War II. Many customers are switching to gas for heating in anticipation of the extension of the city's anti-smoke ordinance to all householders. Others are changing over because of the elimination of the difference between the cost of coal and gas.

D. P. Hartson (center), vice-president and general manager, Equitable Gas Company, Pittsburgh, Pa., turning the valve that let the first of the 11,250,000 cubic ft. daily allotment of natural gas from the "Big Inch" pipe lines into the transmission lines of his company. Looking on are: Ray Davis (left), measurement engineer, Tennessee Gas & Transmission Co., and H. H. Pigott, operating manager for the Equitable Gas Company.

*This story is typical of other Appalachian areas, since Pittsburgh was only one of the cities in that area that received relief from the Big and Little Inch lines.

To Expand Facilities

THE Federal Power Commission has authorized the Hope Natural Gas Company, Clarksburg, W. Va., to construct and operate additional natural gas transmission facilities in West Virginia at an estimated construction cost of $4,552,000.

Harvard Gets New Gas Range

HARVARD UNIVERSITY'S new School of Public Health received the first 1947 Glenwood gas range to come off the company's new assembly line, President Malcolm Leach of the company has announced.

The new range will take its place in the New Freedom Gas Kitchen maintained by Harvard's Department of Nutrition under the direction of Dr. Frederick J. Stare. This kitchen will be used for experimental and research purposes, and will contain complete gas-operated kitchen and refrigeration equipment.

Officials of company and labor union inspect the first 1947 Glenwood gas range, destined for Harvard, as it nears end of assembly line. Left to right: John Pine, president of Local 40, Int. Stove Mounters' Union; Arthur King, plant superintendent; Malcolm Leach, president; Colonel Frederick Winchester, manager of industrial relations, and H. E. Nickerson, sales manager.

Brooklyn Union Men Receive Awards

FOURTEEN employees were honored at ceremonies at the Brooklyn Union Gas Co., Brooklyn, N. Y., recently for heroic acts which resulted in the saving of life and property.

Two men received the prized McCarter awards for saving lives by using the Schafer prone pressure method of resuscitation.

One employee achieved recognition by winning the President's Medal awarded by the National Safety Council for life saving by means of prone pressure.

The remaining 11 received special company awards of from $25 to $100 for outstanding meritorious acts.

The McCarter awards, named in honor of their donor, Thomas N. McCarter, former chairman of the board of the Public Service Electric & Gas Company of New Jersey, and awarded by the American Gas Association, were presented to: Richard Buente, shift electrician, Greenpoint Works, and Richard Partenio, street operator, Brooklyn Street Section.

Frederick C. Raisch received the President's Medal and Certificate of the National Safety Council.

A. G. A. Telephone Number Changed

The telephone number of the American Gas Association has been changed to:

MUrray Hill 3-8202

This change was necessitated in order to obtain much-needed additional trunk lines for the Association's headquarters switchboard.

New Utilities Financial Publication

A NEW weekly financial letter on public utilities has been announced by Public Utilities Reports, Inc., publisher, Munsey Building, Washington, D. C. First issue of the "P. U. R. Utilities Financial Letter," edited by the firm's special financial staff in New York City but released from the Nation's Capital, was sent out Jan. 1, 1947.

The new service presents a weekly appraisal and summary on matters relating to public utility finance, including security markets, earnings and dividends, latest developments on holding company integration plans, current and pending financing, etc. The subscription price is $25 per annum.

Philadelphia Men Win McCarter Medals

TWO more employees of The Philadelphia Gas Works Company joined the gas industry's honor role as recipients of the McCarter Medals for outstanding acts of life saving. John Green and Charles R. Carter, fitters, were singled out for resuscitating a person overcome by gas.

The presentations were made by Hudson W. Reed, president of the company and first vice-president of the American Gas Association, at a staff meeting on December 18. In presenting the awards, Mr. Reed congratulated both men for their parts in life saving and in maintaining the company's standards of service to the public.

McCarter Medals, which are presented by the American Gas Association, have been made to a total of 71 Philadelphia Gas Works employees. The first medal to an employee of the Philadelphia utility was presented on April 22, 1925.

New Washington Magazine

JANUARY 1 brought not only a new year to the Washington Gas Light Co., Washington, D. C., but a fine new magazine Wonder Flame, as well.

Wonder Flame's volume one, number one contains 16 pages of news and pictures of company employees and company functions. Layout of this slick paper monthly magazine, which is published for employees and families of the company, is most attractive. Its contents are ably presented and include a number of original features such as a spread of pictures of company employees with famous names.

Editor of the magazine is Fred D. Gwynn, and editorial assistant is Marion O. Pickford.

Weeks Succeeds Crone

Howard F. Weeks

FREDERICK W. CRONE, director of the Editorial Department of Consolidated Edison Company of New York, Inc., retired on January 31, 1947, in accordance with the company's retirement age rule. Howard F. Weeks, who has been assistant director of the department, has been selected to succeed him, according to an announcement by Clarence L. Law, vice-president in charge of public relations.

Frederick W. Crone

Mr. Crone was a member of the editorial staff of the *New York Tribune* for fifteen years as reporter, political correspondent, and editorial writer. He left the *Tribune* during World War I to do publicity work for the government in Liberty Loan campaigns and the War Department Commission on Training Camp Activities, entering the field of advertising and commercial publicity after the Armistice.

For seven years he was director of the New York State Committee on Public Utility Information. He has been connected with the Consolidated Edison System since 1928, when he joined The New York Edison Company as assistant to the president. In 1933 he became director of the Editorial Department.

Mr. Weeks attended Brown University and, following some newspaper experience, in 1926 became editor of the American Gas Association MONTHLY. He was assistant advertising manager of the Consolidated Gas Company in 1929. He was appointed assistant director of the Editorial Department of the Edison System Companies in 1933.

He served as president of the Public Utilities Advertising Association in 1938.

Home Builders' Exhibit To Feature Gas Kitchens

NEW Freedom Gas Kitchens will be featured in the American Gas Association booth at the exhibit being held in conjunction with the convention of the National Association of Home Builders at the Stevens Hotel in Chicago, Feb. 23-27.

Presentation of the kitchens will be made through the use of miniature models and Kodachrome transparencies to show a variety of designs. Other materials will be shown in an effort to make visitors at the exhibit realize that the most saleable homes are and will be those which have all-gas kitchens built to specifications recommended by the New Freedom Gas Kitchen Committee.

Demonstrations in Automatic Ironing

HOME SERVICE directors of 25 distributors were trained at Bendix Home Laundry Institute, South Bend, Ind., during December to assume direction of both pre-sale and post-sale demonstrations of the new automatic ironer. The balance of the home service directors for the company's 54 other distributors were schooled in the field.

After three days' intensive training, the home service directors qualified as expert ironers and instructors.

While in South Bend, the home service women were schooled also on post-sale demonstrations of the automatic washer, selection and care of fabrics, home laundry planning, new materials and detergents.

Having learned to operate the new automatic ironer at the school in South Bend, Ind., a home service director tries out the new Bendix gas-heated automatic tumble dryer

Gas Ranges Awarded

Mr. and Mrs. Stanley W. Daniel of Los Angeles are the recipients of a Tappan gas range following their marriage during a recent "Bride and Groom" radio show. John Nelson, master of ceremonies, presented the range. A range is awarded every Wednesday and Friday to the couple being married during the program

96 Years of Paying Dividends

A RECENT issue of the A. G. A. Financial Bulletin carried the long record of uninterrupted common stock dividend payments known as the "dividend grey beards" as recently published in the Wall Street Journal. Now comes word that The Hartford Gas Co., Hartford, Conn., has a notable record of long and uninterrupted dividend payments. Incorporated on May 3, 1848, the company has paid common stock dividends commencing in the year 1851 and has continued uninterrupted to the year of 1947, *a total of 96 years.*

El Paso Pipe Contract

CONSOLIDATED STEEL CORP. has been awarded a contract by El Paso Natural Gas Co. for fabrication of approximately 100 miles of 26-inch welded pipe at a price exceeding $2,500,000 it has been announced. Delivery of the pipe will be made in 1947 and will be used in the 1,200-mile California-Texas natural gas line now under construction.

Consolidated previously obtained a contract for 214 miles of the same line west of the California border to Santa Fe Springs by Southern California Gas Co. and Southern Counties Gas Co. The last 100 miles of pipe will be laid east of the Colorado River.

Young Opens New Sales Office

WIRT YOUNG & ASSOCIATES, Inc. will shortly open a new office at 100 East Lancaster Avenue, Wayne, Pennsylvania, to represent Surface Combustion Corporation and Gehnrich & Gehnrich, Inc., in the Philadelphia area. This sales organization has represented these two companies and others for some time in New England with offices in Boston and Waterbury. The Wayne office will be in charge of Earl G. Mills, recently returned from the U. S. Navy.

W. Wirt Young is chairman of the Non-Ferrous Metals Committee and a member of the Managing Committee of the Industrial and Commercial Section of the American Gas Association. He is also a member of the Program Committee, Industrial and Commercial Conference to be held in Boston in March.

New Plant To Extract Gasoline

C. G. GABRIELSON, president of Carthage-Hydrocol, Inc., has announced the awarding of contracts for the designing and construction of a plant near Brownsville, Texas.

The contract for designing and building the $15,000,000 plant has been let to Hydrocarbon Research, Inc., New York, and the contract for the construction to the Arthur G. McGee Company of Cleveland, Ohio.

The new plant will extract gasoline from natural gas produced in Texas Rio Grande Valley pools.

New Water Heater Plant Opens

THE water heater division of the A. O. Smith Corp. has been moved from Milwaukee to the company's new $3,500,000 water heater plant at Kankakee, Illinois, it has been anounced by James F. Donnelly, who is in charge of the sales division.

Pittsburgh ad parodies an old saying

Home Service Teaches Mess Sergeants Art of Embellishing Chow

SOMETHING new has been added to army chow, at least in the air corps—it's the woman's touch. Under an ambitious program originating at Mitchel Field, Long Island, army air corps chefs participated in a training course whose first classroom was the home service kitchen at The Brooklyn Union Gas Co., Brooklyn, N. Y.

The seven master mess sergeants who made up the first class reviewed basic cookery from the point of view of attractive as well as palatable food service. Hyla Nelson, home service lecturer, conducted the five all-day classes at Brooklyn Union. This part of the course was devoted to food service in small quantities, with special attention to garnish, table service and attractive combinations of color and texture in meal preparation.

From Brooklyn Union, the group went to leading hotels in New York City where they observed how food was served attractively and prepared well in large quantities. It is expected that the men who have received this training will then instruct others, eventually covering all army air corps posts.

The plan for this course came about as a result of a survey conducted at the request of General Dwight D. Eisenhower. John Hennessey, chairman of the board of the Statler Hotels, was asked to head a committee to make a survey of the general food situation in the army. The Hennessey report made the army sit up and take notice. The survey revealed that mess personnel were not trained in the fine arts of cooking and serving. More knowledge was needed of handling of ingredients, cooking temperatures and appearance of food. The production line set-up was hardly conducive to the development of the fine points. It was therefore decided to train a group of mess sergeants in small-lot cookery first. The techniques could later be applied to large scale cooking and in the army that can mean as many as two or three thousand served at a meal.

Army cook tries his hand at making dough

The first session, "Advanced Training Course of Small Lot Cookery," is being taken by a picked group of trained personnel. The requirements are that the members must be in the regular army, male and must have passed the Army General Classification Test with a grade of 100 or over; must be a graduate of cooks' and bakers' school and hold the rank of sergeant or over.

—*Brooklyn Union Gas News*

"As I would not be a slave, so I would not be a master. This expresses my idea of democracy. Whatever differs from this, to the extent of the difference, is no democracy."—Lincoln.

Hyla Nelson, The Brooklyn Union Gas Co., demonstrates to Army cooks the proper way to shape yeast dough

Convention Calendar

FEBRUARY

13-14 •A. G. A. Residential Gas Section, Eastern Natural Gas Sales Conference, Roosevelt Hotel, Pittsburgh.

MARCH

17-18 •A. G. A. Residential Gas Section, Mid-West Gas Sales Conference, Edgewater Beach Hotel, Chicago.

17-19 •A. G. A. Sales Conference on Industrial and Commercial Gas, Copley-Plaza Hotel, Boston.

20-21 •New England Gas Association, Annual Convention, Boston, Mass.

20-21 •Oklahoma Utilities Association, Annual Meeting, Tulsa, Okla.

25-27 •National Restaurant Association Convention, Stevens Hotel, Cleveland (A. G. A. will exhibit).

APRIL

1-2 •P. C. G. A. Home Service Workshop, Timberline Lodge, Timberline, Oregon.

7-9 •A. G. A.–E. E. I. Accounting Conference, Hotel Statler, Buffalo, N. Y.

7-9 •Mid-West Gas Association Annual Meeting, Hotel Paxton, Omaha, Neb.

14-16 •G.A.M.A. Annual Meeting, Drake Hotel, Chicago.

14-16 •A. G. A. Distribution and Motor Vehicle Conference, Hotel Cleveland, Cleveland, Ohio.

16 •A. G. A. Southwest Personnel Conference, Buena Vista Hotel, Biloxi, Miss.

16 •S. G. A. Home Service Workshop, Buena Vista Hotel, Biloxi, Miss.

16-18 •Southern Gas Association, Biloxi, Miss.

25-26 •Gas Meters Association of Florida-Georgia Annual Meeting, Boca Raton, Fla.

MAY

Apr. 30-May 1 •A. G. A. Natural Gas Department Spring Meeting, Stevens Hotel, Chicago.

5-9 •A. G. A. Industrial Gas School, Hotel Seneca, Columbus, Ohio.

6-8 •Southwestern Gas Measurement Short Course, University of Oklahoma, Norman, Okla.

12-16 •A. G. A. Commercial Gas School, Washington, D. C.

15-17 •Indiana Gas Association, French Lick Springs Hotel, French Lick.

20-22 •Pennsylvania Gas Association, Wernersville, Pa.

JUNE

2-4 •A. G. A. Joint Production and Chemical Committee Conference, Hotel New Yorker, N. Y.

9-11 •Canadian Gas Association, General Brock Hotel, Niagara Falls, Ontario.

23-24 •A. G. A., N. Y.–N. J. Sales Conference, Essex and Sussex Hotel, Spring Lake, N. J.

SEPTEMBER

23-25 •Pacific Coast Gas Association, Hotel Del Coronado, San Diego

Sept. 29-Oct. 3 •A. G. A. Annual Convention, San Francisco, Calif.

Work of Excess Profits Council

BY JUDGE CHARLES D. HAMEL

Treasury Department, Bureau of Internal Revenue, Washington, D. C.

THE Excess Profits Tax Council was established by the Commissioner of Internal Revenue, with the approval of the Joint Congressional Committee on Internal Taxation, as a result of the Section 722 Hearings held by this Committee last February. The Council is both an administrative and a technical group, in that the Commissioner has endowed it with power to set up its own procedures in addition to its authority to interpret Section 722 and to change or revoke previous interpretations of that Section. Since the Council is operating under a delegation of authority from the Commissioner, it does not have the power in its own right to change regulations and of course it does not have the power to change the law. In both these matters, however, the Council does have the power to make recommendations for changes through the proper channels.

Studying Section 722

I am not prepared at this time to discuss the technical questions involved in Section 722. There are 14 other Council members whose responsibility in that regard is equal to mine, and each of whom has his say in determinations which the Council will make. The only point I wish to make with regard to the Council's technical functions, is the fact that the Council members are at present studying the law, the regulations, the Bulletin, Tax Court decisions and prior Bureau rulings. This study is being made in an effort to determine what the Council's policy will be with respect to the interpretation of Section 722. I do not mean by this that the Council expects at some time in the near future to come out with a complete restatement, interpreting Section 722 in all its features. This is an impossibility now and would mean that the Council would attempt to act in a final manner without the benefit of the consideration of actual cases. So let me dismiss the technical or interpretative activities of the Council at this point, because what I am primarily interested in is explaining to you the steps we are taking to provide for an even and orderly processing of the claims that have been filed.

These administrative procedures deserve the limelight now, since they are the means by which the cases will be brought to the attention of the Council so that it can gain the case experience which will be required in order for it to intelligently adopt its technical and interpretative philosophy and approach to the problem of excess profits tax relief.

To date, the Commissioner has issued three mimeographs dealing with Council organization and procedure. These three rulings are known as "Commissioner's Mimeographs, Collector's Nos. 6035, 6044 and 6061." Under the authority granted by these mimeographs, the Excess Profits Tax Council has issued two mimeographs of its own, and again I will identify these by number so that those who wish to delve into the details can do so with as little trouble as possible. The first one is "E.P.C.1" and the second is "E.P.C.2." Both the Commissioner's mimeographs and the Council's mimeographs are published in the Internal Revenue Cumulative Bulletin and they are published in all major loose-leaf tax services.

They are authoritative, but they are necessarily complicated since they deal with governmental procedure which is tailored to fit the needs of each of the thousands of corporate taxpayers. You can read them and study them on your own time and you will find that both the offices of the various internal revenue agents in charge and the Council itself in Washington, will be glad to give you assistance in the event that some particular part of the procedure is not absolutely clear in its application to any case in which you are interested.

The ultimate result of these published rulings is that the Excess Profits Tax Council has final authority within the Bureau of Internal Revenue over all questions arising out of the provisions of Section 722 and it should be kept in mind that the Council's authority is restricted to Section 722. We have absolutely no authority over problems or questions which arise under any other provision of the Excess Profits Tax law or under the provisions of any other taxing statute.

This means that 15 men have been handed the responsibility for determining the issues involved in over 40,000 claims filed to date, plus an indeterminate number of claims which may be filed. There is no way of making any accurate estimate of the maximum work-load that the Commissioner has handed this group of 15 men. Estimates made by people who are reputed to know more about the subject than I do, move this 40,000 figure up to 60,000. Some extremists say that a total of 80,000 is not an impossibility. I do not know. When it is remembered that these 40,000 claims are tax issues of the most complicated nature, which Judge Opper of the Tax Court identified with Mr. Churchill's phrase of "a riddle inside a mystery wrapped in an enigma," you can well appreciate that from the physical standpoint alone, adequate personal consideration by this 15-man Council assumes terrifying proportions.

Field Committees Created

We are attacking this problem in every manner that we have been able to devise. In the first place, we know that the real burden of the work must be done by the field offices. We must provide machinery whereby the offices of the 39 internal revenue agents in charge can satisfactorily adjudicate the great majority of these claims. It is for this reason that the Commissioner has instructed each internal revenue agent in charge to create a Section 722 Field Committee and placed these committees under the technical supervision of the Council. It now remains for the Council and the Internal Revenue agents in charge to see that these committees are staffed with able agents who have the proper mental attitude toward the work and who can adapt themselves to the varied types of situations that they will encounter.

The Council is going to spend a great deal of time on these committees. They are the field representatives of the Council. We

CORRECTION

Last month's Accounting Section article, "Bi-Monthly Billing" by A. W. Fyfe, carried an incorrect sub-heading in the first column. The heading "Plan Went to F.P.C." should have read "Plan Went to State Commission."

Presented at Joint Meeting of American Gas Association—Edison Electric Institute Taxation Accounting Committees, Atlantic City, October 30-31.

are going to make sure that these committees understand exactly what the Council wants and why the Council wants it. We also are going to make it clear to these committees that the Council wants the benefit of the independent judgment of each committee member. Perhaps the greatest value of these field committees is the intimate knowledge of local conditions which has been accumulated by the individual members over the period of years they have served the Government in their particular area. We do not expect the local committees to be perfect, especially in matters which involve coordination of cases in distant sections of the country, but we do expect the local committees to know local conditions and to apply that knowledge to local cases.

For the purposes of coordinating cases scattered throughout the country, we have, first of all, the personal experience of the 14 Council members who, in themselves, present a rather surprisingly wide geographical distribution when you consider the exigencies of the present-day housing situation in Washington.

Have Government Aid

We also have the services of the Business and Industrial Research Division which was established some time ago in the Bureau of Internal Revenue for the express purpose of providing expert economic counseling. In addition, we have the facilities of the other departments of the United States Government which gather statistics having a bearing upon business illness and health over a long period of time. We have the publications and the statistics of various trade associations and other independent groups, and studies made by the Chambers of Commerce, universities, and privately endowed research organizations. We intend to use all of these means and to make the results available to the Section 722 Field Committees located right in the office of the local internal revenue agents in charge.

The Council has every intention of maintaining close and effective liaison with these local committees. We are going to review in Washington the results reached by these committees in every single case involving Section 722, regardless of whether it is an allowance of more than the taxpayer has requested, a part of what the taxpayer has requested, or whether it recommends a total disallowance. Furthermore, we are going to review these reports and recommendations of the field committee with the specific objective of making each review the means of strengthening each committee.

Where a field report is criticized by the Council the particular field committee is going to be told about the criticism. We are going to tell them not only what is wrong and why we believe it is wrong, but also what to do about correcting it. In other words, we are going to try to make our work constructive so that the effectiveness of the field committees will increase as the work progresses. We want your relations with the local committee to be just as pleasant as they can possibly be. We do not intend to criticize field reports for immaterial factors which have no significant effect upon the results. We are going to try to try to use these reviews as a means of promoting field morale, not of destroying it.

We also expect to have considerable personal contact between the members of the field committees and the Council. We expect to have considerable personal contact between revenue agents engaged in examining section 722 claims, members of the local field committees, members of the Council, and members of the Council's staff. I hope to weld these men into a team and we all know that the greater the amount of personal contact, the greater the amount of understanding and the greater the efficiency of the entire organization.

In order to achieve this objective, we are planning regional meetings where these men can become familiar with the Council's viewpoint and better acquainted with each other. We are also hoping to be able to have a part of the Council's staff on a rotating basis, so that conferees and reviewers working directly under the Council in Washington will, to a substantial degree, be field agents assigned to Washington on temporary details. In this way, they will be rubbing elbows daily for periods of two, three, or six months with members of the Council and with permanent members of the Council's staff. These are the high spots of our plans for the field.

Cases Out of Court

Now let me turn to the Council's part in this scheme. In this connection I want to emphasize the fact that it is the objective of the Council to function in such a way that these cases are kept out of the Tax Court to the greatest possible extent. It is not our job to supplant the Tax Court in the 722 picture, but we certainly have the responsibility of preventing needless litigation.

It is for this reason that we are insisting upon the proper preparation of claims by taxpayers and the proper examination of claims by revenue agents. It is our belief that a great deal of litigation can be avoided if the claims are prepared and the examinations are made in such a way that the issues on which the differences exist are clearly drawn. It is one thing to try to reach an agreement with a man when you know exactly what he is talking about. It is an entirely different thing to try and reach an agreement where neither party knows just what the contentions of the other party are. We want to narrow these cases down to specific issues and then we want to settle each issue on its own merits. If we can do this, I believe that we will not only give effective administration to the problem of excess profits tax relief, but we will also considerably lessen the potential litigation of this subject. We are not desirous of creating conditions which will merely repeat the troubles we all had after World War I and which stretched out the arguments in Special Assessment cases over a 25-year period.

I believe it would be worthwhile for me to take a few minutes and describe to you just the highlights of procedure before this Council. All cases will be sent to the Council after the field committees have completed their functions. This means that whether or not you have agreed with the decision of your local field committee your case will not be finally disposed of until the Council has had a chance to review the field recommendations and make sure that your interests, as well as the Government's interests, have been properly taken care of.

When cases come in from the field with an agreement we are going to expedite our processing in the Council to the very best of our ability. We have not created this review procedure merely for the purpose of upsetting determinations made in the field, and we are not going to put agreed cases in the file and forget them until 1948. If the emphasis is on either side of this question it is all in favor of accepting field agreements. The Council is relying very heavily upon the knowledge of local conditions that is peculiarly the property of the members of these local committees and we are not going to act under any assumption that a man sitting in Washington knows more about the business affairs of Main Street than an internal revenue agent who has been there continuously for the past 20 years.

May Go To Council

Where we do differ with the determination made by the field committee and agreed to by the taxpayer, we are going to give the taxpayer an opportunity to present his case directly to the Council. We are not going to bundle up the papers and write a letter to the field committee and tell them to do it our way. Where we change an agreement, the taxpayer will have the opportunity of talking directly to the man who recommended the change.

Where you cannot reach an agreement with your local field committee, we have made provision in our procedure for your appearance before the Council. Here again, the Council will carefully review your case and be thoroughly familiar with the record before you are asked to appear in person for a conference with the Council. At these conferences every effort will be made to close the case short of litigation in the Tax Court and everything possible will be done to reach an agreement on reasonable grounds.

While we do not contemplate setting up any fixed circuits for the purpose of holding these conferences, it is very likely that a substantial number of these meetings will be held in the field. Holding conferences in the field should certainly be of advantage to the taxpayers, and it will be done whenever the interests of both the taxpayer and the Government will best be served. Field conferences before Council members have an element of advantage to the Government in that they will give Council members the opportunity to

(Continued on page 105)

Meeting Domestic Market Challenge

W. M. Chamberlain

BY WALLACE M. CHAMBERLAIN*

Chairman, Residential Gas Section
American Gas Association

WHILE no one can be certain what the year 1947 will bring, gas appliance production should exceed the levels reached in 1946 and approach new all-time highs. The availability of appliances of all types in quantity will result in selective buying by the consumer; in other words, the end of the sellers' market and the return of the buyers' market. This will create the immediate need for a mobilization of the industry's forces and the setting into motion of the industry's sales promotional programs designed to get our share of business in the days ahead.

The Residential Gas Section is set to meet this challenge and is ready to swing into action at the necessary moment. With its committees already appointed under the effective leadership of experienced committee chairmen, the Section is well-qualified to "carry the ball" and assist the industry in its sales and promotional activities. While space does not permit a full description of all proposed activities the various committees plan for 1947, I would like to highlight the most important and significant.

Appliance Financing

Although cash and other savings have reached an all-time high it is believed that the trend to time-payment-buying which was so pronounced in the prewar era will probably be continued and accentuated as soon as equipment and consumer goods become available in normal quantities. Many who have savings will be unwilling to disturb them in purchasing appliances and will turn to time-payment financing. With the expected further revision of Regulation "W" to permit greater flexibility and longer terms for time-payment-buying and with the efforts of the luxury goods industry and competition, it is self-evident that the gas industry must have financing plans available which are as good if not better than those of other industries. Such financing plans will be an important sales tool in the merchandising of modern gas equipment, particularly to the low-income customer.

H. W. Nichols

The Appliance Financing Committee has already completed reports on financing plans utilized by gas utility companies in financing utility and dealer sales. A third report now in the process of preparation will include postwar trends of appliance financing, the money situation and interest rates, the latest information on Regulation "W" and a list of the various national financing plans which will be available to the gas industry for the financing of company and dealer gas appliance sales. It is realized that many gas utilities have financing plans which have been successfully used for years but it is the hope of the committee that the pending report will be of assistance to the entire industry.

Dealer Relations

In the years immediately preceding the war it is estimated that nationally more than 75 percent of all appliances sold in America were sold by dealers. A survey conducted by the Residential Gas Section in 1944 among important gas companies indicated the realization of this trend and revealed plans to effectuate closer and better cooperation with the dealer. Based on the thesis that good dealer participation is a "must" if our industry is to maintain and increase domestic gas sales, the Committee on Dealer Relations has been actively studying this vital subject.

H. S. Christman

An important committee report to include a restatement of the sales policies adopted by the A. G. A. Executive Board in 1944, a composite dealer participation plan for the review and information of the industry and details of successful dealer plans used by representative gas utility companies, is now being prepared by the committee and will be issued early next summer. The committee also plans to produce an attractive dealer insignia which will identify the local dealer with the gas utility company.

Domestic Range

Aware of the expected increased competition for the cooking load the Domestic Range Committee will continue and accentuate its activities in promoting the use of gas for cooking with special emphasis on the "CP" gas range. The "CP" program is being organized on a national basis. The regional organization whereby each region of the country is under the direction of an outstanding gas utility company's executive is now complete. The set up of the State organization is being studied and it is planned to have representatives of the various State and regional gas associations take over the "CP" promotional program in the various States.

J. W. Lea

The committee plans to concentrate on automatic cooking in its promotional activities. The "CP" Ranger Club which proved to be an excellent "CP" sales tool throughout the nation will be revised at the most opportune time.

An Advisory Committee, to include representative members of the dry goods, plumbing, furniture and LP gas industries, is being appointed to coordinate the "CP" program. Pending the availability of "CP" ranges in quantity the interim promotional program will continue to be carried on by the "CP" range division of G.A.M.A. under the direction of James I. Gorton, through trade paper advertising program and the "CP" News Letter.

Included in the material which will be prepared for the use of the "CP" regional and State managers in promoting the program will be "CP" charts and talks, the

*General Manager, Grand Rapids District, General Sales Manager, Western Districts, Michigan Consolidated Gas Co.

"CP" Audio Training Course, New Freedom Gas Kitchen promotional material, the A. G. A. Sales Training Course, information on dealer relations and appliance financing, special bulletins and market information publicity material and "CP" meeting organization material including meeting schedules, programs, letters, etc.

Home Service

Tried in the crucible of war-time utility operation, home service has proved itself one of our most important activities in increasing gas sales and cementing our relationship with our customers. The Home Service Committee will continue its important and vital work in preparing subject matter for the use of home service departments in their function of sales and sales promotion. The first of a new series of Home Service Work Shops will be held in Cincinnati, Ohio, January 20-23.

Mary Belle Burnett

Future regional work shops will be held in Spring conferences in cooperation with the activities of the Pacific Coast Gas Association. Home service will actively participate in two of the regional sales conferences sponsored by the Section. A project in the committee's plan of work will be the preparation of a booklet entitled "Home Service Activities" which will be set up as a part of the Home Service Manual. Apprenticeship in cooperation with colleges of home economics will be studied as a project. Plans used successfully by gas utility companies will be assembled as a basis for a two-year study to decide which to sponsor in those areas where gas companies wish to work with colleges in order to get better trained home economics graduates for home service work.

House Heating

One of the most interesting phenomenon of our business is the tremendous nationwide demand for gas heating. This demand has been caused not only by the progress which our industry has made in creating the demand, but by the unsatisfactory experience which the consumer had in connection with the use of other fuels during the war. Although many gas utility companies are currently in a position of not being able to take on additional heating loads due to current production and transmission facilities, it is believed that in many cases this condition is temporary and will probably be solved by the results of research on gas making processes, the use of standby facilities for peak loads and the availability of materials for increased distribution and plant capacities plus the introduction of natural gas in manufactured gas territories.

Raymond Little

One of the major problems in connection with gas house heating is the sale of installations by unqualified individuals and organizations capitalizing on the tremendous demand for heating equipment particularly conversion burners. As a means of assisting the industry to control local sales and installations of such equipment the House Heating and Air Conditioning Committee has embarked on a comprehensive program on this matter. Following the publication of the report "What About Gas House Heating," a second report is now being prepared which will include the method and technique used by important gas utility companies in controlling local house heating installations.

Cognizant of the importance of the direct heating load, particularly in natural gas territories and in some manufactured gas territories, a special Subcommittee on Direct Heating is studying the subject and will release a report this summer. A special Subcommittee on Summer Air Cooling is making a special study of this subject which will be available later in the year.

Housing

The year 1947 marks the beginning of the end of the chaotic conditions which have existed in the field of residential housing. All indications point to a free housing market with private industry getting ready to inaugurate residential building in large quantities. Estimates indicate that the coming year will be one of the best in new home construction.

H. P. Morehouse

The Committee on Housing and its various subcommittees is ready to capitalize on this vast market. In view of the importance of prefabrication a special subcommittee has been appointed to work with the prefabricated housing industry to assure the specification of gas and modern gas service in prefabricated homes. Recognizing the fact that a considerable amount of building is still under the jurisdiction of the government, a special Subcommittee on Collaboration with Housing Agencies and Associations has been organized for the purpose of keeping in close touch with such organizations.

With the entire first run of 10,000 copies of The Reference Manual of Modern Gas Service sold to the industry, the Subcommittee on Publicity and Specifications is planning an additional run of 5,000 copies. In addition the committee will be in complete charge of making any necessary changes or revisions in the text material of the manual.

In order that the gas industry may be advised in advance of housing activities sponsored by the various magazines, builders, manufacturers and others, a Subcommittee on Better Housing Information has been organized for the coming year. This committee will keep itself informed of all such projects and in turn advise individual gas utility companies in advance of scheduled activities, thus affording them an opportunity to arrange whatever tie-in they deem advisable.

Improving Domestic Gas Appliances

It is apparent that modern gas appliances must be the ultimate in modernity, efficiency and appealing in design if we are to successfully sell to the consumer. The Committee on Improving Domestic Gas Apliances is responsible for the review of all domestic gas appliances.

F. M. Rosenkrans

During 1947, the committee will be divided into two groups, the first will be known as the Committee on Improving Domestic Gas Ranges, membership of which will consist of gas utility company executives with engineering and sales experience and technical representatives of the gas range manufacturers. This committee will make further studies of "CP" range requirements. The second group will be the Committee on Improving Domestic Gas Water Heaters, membership of which will consist of the utility representatives on the range committee, in addition to technical representatives from the automatic gas water heater manufacturers. The latter committee plans to devote considerable time to a study of the proposed water heater functional requirements recently adopted by the Water Heating Committee.

New Freedom Gas Kitchen Program

Nineteen hundred forty-seven will see the "cash-in" phase of the New Freedom Gas Kitchen program. The committee is organizing an aggressive program for merchandising New Freedom Gas Kitchens in the mass building market. The committee will continue its effective program designed to glamorize the use of gas in its most attractive surrounding. The program has not only been an important spearhead in our industry's drive to maintain and increase the use of gas in the home but has resulted in

C. S. Stackpole

a closer tie-in with the manufacturers of cabinets and other kitchen equipment thereby strengthening our position through the support and cooperation of these allied industries. The committee will continue the production of its effective New Freedom Gas Kitchen promotional material and the program will be continued as a feature in the A. G. A. national advertising program.

A new sound slide film entitled "The Flames of Freedom" is now in production and will be available to the industry shortly.

One of the new phases of the program will be the promotion of a plan for the certification of New Freedom Gas Kitchens whereby a certificate will be awarded to the builder or individual owner who installs a kitchen meeting the required standards. It is also planned to extend the slogan "New Freedom Gas" to the laundry. This promotion will be undertaken by the New Freedom Gas Kitchen Bureau with additional personnel and additional funds.

Refrigeration

Everyone realizes that there is a tremendous demand for automatic gas refrigeration. All indications point to full refrigerator production during 1947. The committee plans to continue its work of publicizing and promoting gas refrigeration.

R. J. Vandargriff

The Servel national advertising program includes all of the national magazines and the sum of $750,000, the largest appropriation in history, will be spent on this program. In cooperation with the committee, the sales promotional portfolio will be available for national distribution in March and will include information on the product and features, national advertising schedules, window and floor displays, bill-boards, car cards, radio spot announcements and minute movies.

A program on the selection and training of retail salesmen similar to the 1941 sales seminars will be undertaken. A continuous training program for supervisors featuring a year-round plan for continuing meetings, monthly service letters, a book on the value of load building and home service department tie-ins will be included. A series of sound slide films by home economics teachers in schools with accompanying charts and a monthly news letter are also scheduled for production. The national gas refrigeration sales contest will be revived when conditions warrant.

Selection and Training of Sales Personnel

In the fight for future markets it is essential that sales representatives of the gas industry know their business. The Committee on the Selection tion and Training of Sales Personnel is in charge of the preparation of information and material designed to achieve these objectives. Following the completion of the courses "Fundamentals of the Gas Industry" and "Residential Gas Salesmanship," the committee plans to devote its activities to the promotion of these courses to the industry and to promote their use through the various extension courses of national colleges and other institutions. The committee is also planning to further study the situation and provide new materials as it becomes necessary.

H. J. Dropp

Water Heating

It is the consensus of opinion that an outstanding opportunity exists for the gas industry to increase the domestic gas load through the sale of automatic gas water heaters in conjunction with automatic laundries and dish washing equipment. Alert to this opportunity, the Water Heating Committee has abandoned the proposed "CP" water heating program which was based on the construction of an automatic gas water heater built to "CP" standards and installed under "CP" installation standards, in favor of a program based on automatic gas water heater performance requirements.

W. L. Schmidt

At the last meeting of the committee held in Denver, these performance requirements were evolved and are being studied by the water heating division of G.A.M.A. and the Committee on Improving Domestic Gas Appliances. As a means of further promoting the use of hot water in laundries, a special Subcommittee on Laundries has been appointed for 1947 which includes among its membership representatives of the laundry equipment manufacturers, automatic gas water heater manufacturers, home service and representatives from gas utility companies.

The committee also plans to endeavor to complete a water heating sizing chart similar to the effective chart produced by the P.C.G.A. which will be adaptable to all parts of the country.

The Home Service Workshop of the American Gas Association, held in Cincinnati, Ohio, January 20-23, was too late for reporting this issue, but a full account will be included in the March MONTHLY.

Window and Store Display

Recognizing the importance of gas company window and store displays as a means of promoting domestic gas sales, the Window and Store Display Committee will continue to publish the Window and Store Display Bulletin which includes reproductions of outstanding displays used by gas companies throughout the country. The committee plans to make available complete information and details regarding such displays including the materials used, construction details, cost and other data. Future issues of the bulletin will feature low cost displays for the benefit of small utility companies and information on window and floor display layouts, color schemes, etc. It is also planned to produce a news letter which will include display sketches and other information.

Regional Conferences

During 1947 three regional sales conferences will be sponsored by the Section. The first of these will be the Eastern Natural Gas Regional Sales Conference at the Roosevelt Hotel, Pittsburgh, Pa. on February 13-14. F. B. Jones, Equitable Gas Co., Pittsburgh, is chairman and it is estimated that a minimum of 300 gas company executives will attend.

The Mid-West Regional Gas Sales Conference will be held at the Edgewater Beach Hotel, Chicago, Ill., March 17-18. J. C. Sackman, Northern Indiana Public Service Company, Hammond, Ind., will be chairman. Estimated attendance is in excess of 600.

The New York-New Jersey Regional Sales Conference will be held at the Essex-Sussex House, Springlake, N. J., June 27-28. J. P. Hanlan, Public Service Electric and Gas Company, Newark, N. J., will be chairman and it is expected that the conference will attract 250.

It is difficult to forecast accurately just what 1947 will bring but the Residential Gas Section is set to meet its challenges and its opportunities. With the evolution of new types of residential gas appliances such as the new gas steamer, incinerator and clothes dryer and with the increased momentum of the industry's vast research and promotional program, it is self-evident that we are on the threshold of a period of the greatest opportunity for organization and expansion in our history.

Formaldehyde From Natural Gas

AN improvement in the process of manufacturing formaldehyde, important as a disinfectant and as an ingredient of plastics, out of air and natural gas, has been made by Dr. Thomas K. Sherwood of Wellesley, Mass. By raising the working temperature, he completes the process in a small fraction of the time formerly required. The formaldehyde vapor is then condensed by contact with a cool formaldehyde solution. Patent 2,412,014, covering this process, is assigned to Godfrey L. Cabot, Inc., of Boston.

Industrial & Commercial Gas Section

KARL EMMERLING, Chairman | LEON OURUSOFF, Vice-Chairman | MAHLON A. COMBS, Secretary

Active Program Set for 1947

AN ambitious program of the Industrial and Commercial Gas Section has already gotten under way which promises a year of important activities and worthwhile achievements. At a recent meeting of the Section Managing Committee, Karl Emmerling, chairman and Leon Ourusoff, vice-chairman, received and approved the reports from the new committee chairmen as to their proposals and plans for the current year. Some activities of previous years are being continued because there was not time enough to complete them or because they were so successful that it was deemed advisable to continue the good work.

Food Service Equipment Committee

Frank M. Foster, chairman, Southern California Gas Co., Los Angeles, Calif.

The Food Service Equipment Committee program has for its 1947 objectives:

1. To define a broad promotional program for the volume cooking field;
2. To develop specific sales tools for this promotional work;
3. To be cognizant of trends and new developments so as to adjust the program to take full advantage of such changes.

The long range program instituted by Mr. Ourusoff last year is of such importance that it has been decided that the whole committee is the sales promotional agency for the Industrial and Commercial Gas Section in the volume cooking field. The first work of the year will be to acquaint the committee, as a whole, to a full realization of this responsibility. It is proposed to use the experience and capacity of the full committee membership in developing the program which will coordinate the work of individual members and the operations of the promotional director in:

1. Maintaining contact with national groups;
2. Arrange for industry representation on programs and at conventions of national groups;
3. Maintain contacts with national operators;
4. Keep Food Service Equipment Committee advised of thinking of national operators;
5. Maintain a clearing house for sales helps to local utilities who serve national operators of public feeding establishments;
6. Maintain contacts with Food Service Equipment Industry, Inc., and incorporate local utilities' viewpoints with calls on members in their areas;
7. Maintain contacts with G.A.M.A. in cooperation with local utilities' representation;
8. Interpret sales promotional program of the committee to: gas industry, national chain customers, manufacturers and dealers.

Subcommittees have been formed and will be encouraged to hold regular meetings so that the thinking of as broad a segment of the industry as possible may be presented to the general committee.

Subcommittee on Sales Promotion

The activities of this subcommittee will be continued for the development of special sales tools to assist the general committee in formulating procedures and sales techniques to accomplish its general promotional program.

Subcommittee on Sales Training

Plans have been completed for the Commercial Gas School to be held in Washington, D. C., during the week of May 12. Roy E. Wright, chairman of the Commercial School Committee is planning to make use of the Manual, "The Commercial Gas Kitchen" in this school and every effort is being put forward to have it completed by that time. It is possible that this committee may find time to undertake additional work to emphasize the development of sales training methods for the industry.

Subcommittee on Appliance Improvement

The work of this committee will be continued with emphasis on the need for improving equipment and recognition of the ability of cooperating manufacturers to provide such improvements. The new title of this subcommittee has been coined to avoid the negative reaction often received to the term "upgrading."

Subcommittee on Restaurant Sanitation

The subject of restaurant sanitation is such a timely one that it was deemed advisable to have a separate group to deal with this activity in the light of recent agitation by municipal authorities in the enforcement of local health codes. A program will be instituted to assist in the improvement of sanitary conditions in public eating places through a study of the problem and the development of sales tools to promote installations for 180° F. water for sterilization.

Chairman Karl Emmerling and Vice-Chairman Leon Ourusoff

A meeting of the Managing Committee, Industrial and Commercial Gas Section

Subcommittee on New Trends

It will be the province of this group to carefully study new ideas, trends and developments in gas cooking equipment to adequately answer the fanciful claims for induction cooking, infra-red lamps for quick defrosting and baking and otherwise be informed of competitive moves.

The Committee on Comparative Costs and Competitive Service will conduct field and laboratory tests on gas vs. electric commercial cooking equipment which is a project proposed by the Food Service Equipment Committee and recommended by the Managing Committee.

The development of the over-all program for the year 1947 has been predicated on the need for a sales promotional program to meet conditions faced by the gas industry with a change from a "sellers" to a "buyers" market.

Committee on Heat Treating and Finishing with Gas

Charles C. Eeles, Chairman, The Ohio Fuel Gas Co., Toledo, Ohio

This committee feels that the Information Letter program constitutes the most valuable service that can be rendered to the Section. To this end a letter on "Heat Resistant Alloys" and one on "Temperature Control Systems" are now in preparation. There are several subjects previously suggested for Information Letters upon which varying amounts of preliminary work have been completed.

Basic knowledge in the field of "Speed Heating for Hot Forming Operations" is vital to those who would successfully combat the increasing threat of electricity. It has been recommended that the Research Committee obtain comprehensive information on optimum heat inputs and resulting heating rates for various bar sizes of the common industrial materials—aluminum, brass, copper and steel. This Information Letter will include a resume of what can be expected of induction heating in this field, and a recap of actual results obtained from several outstanding gas-fired speed-heating installations already in production.

An investigation is being made into materials suitable for protecting the surface of steel during its heat treating. A resume of these findings will be ready very soon for inclusion in an Information Letter. Another test is being conducted in a Toledo plant on identical units, except for burner equipment, on "Radiant vs. Tunnel Burner Fired Pot Furnaces."

It is further suggested that a letter covering "Safeguard Systems and Equipment" should prove a valuable companion piece to the one on "Temperature Control Systems" now in preparation.

Non-Ferrous Metals Committee

W. Wirt Young, Chairman, W. Wirt Young & Associates, Inc., Waterbury, Conn.

It is the consensus of opinion of this committee that now that the war is over, the committee should investigate what progress may have been made on the subject of "Bright Annealing Brass," with the possibility of eventually making definite suggestions regarding a research project in this field.

The committee feels that further work regarding the setting up of standards for crucible brass melting should be done. It is further recommended that an up-to-date investigation should be made on materials for containers for non-ferrous metal melting.

J. P. Leinroth, chairman, Industrial and Commercial National Advertising Committee

Frank M. Foster, chairman, Food Service Equipment Committee

Non-ferrous Metals Committee, Industrial and Commercial Gas Section meeting. Left to right, standing: J. C. Dorsey, Cleveland; Hale A. Clark, Detroit; D. von Ludwig, New York; W. Wirt Young, Waterbury, Conn.; Carl Lekberg, Hammond, Ind.; M. A. Combs, A. G. A., New York. Left to right, seated: Arthur D. Wilcox, Rockford, Ill.; L. R. Foote, New York; E. L. Woods, Springfield, Mass.; Oliver Pritchard, Brooklyn, N. Y.; James H. Doak, Meridan, Conn.; Lloyd Hunziker, Brooklyn, N. Y.

American Gas Association—Food Service Equipment Industry, Inc., Joint Committee on Dealer Cooperation meeting. Left to right: W. F. Dougherty, Philadelphia; W. R. Sperans, New York; Charles C. Hanthorn, Chairman, Philadelphia; Guy Dove, Washington, D. C.; John J. Bourke, A. G. A., New York; H. Blumberg, New York; E. V. Fineran, Washington, D. C.; M. A. Combs, A. G. A., New York

Industrial and Commercial Gas National Advertising Committee

J. P. Leinroth, chairman, Public Service Electric & Gas Co., Newark

The industrial and commercial gas advertising campaign for this year started last October in the key trade papers and engineering college publications. In scope and impact

it is the most powerful advertising drive in behalf of industrial and commercial gas fuel which has appeared since advertising of this nature got underway back in 1925.

The campaign will be built more and more on established case history material, as has been the trend during the last two years.

Plans are now well-developed for offering free copies of service literature to the readers of American Gas Association advertising.

National coverage and penetration of the most important markets for industrial and commercial gas is assured. Only one change has been made in the list as used last year—Printing Equipment Engineer, has been substituted for Editor and Publisher. In summing up, the new program is off to a good start, and both the Committee on National Advertising and the Association's Committee on Research and Promotional Plan agree thoroughly with what is being done.

The Managing Committee of the Section which is in charge of this progressive program includes the following:

Karl Emmerling, chairman, The East Ohio Gas Co.
Leon Ourusoff, vice-chairman, Washington Gas Light Co.
M. A. Combs, secretary, American Gas Association

Members-at-Large

H. O. Andrew, Robbins Publishing Co.
F. T. Brooks, Philadelphia Electric Co.
Hale A. Clark, Michigan Consolidated Gas Co.
Frank M. Foster, Southern California Gas Co.
T. J. Gallagher, The People Gas Light & Coke Co.
J. M. Guillory, New Orleans Public Service Inc.
Frank S. Kelly, Jr., Arkansas Louisiana Gas Co.
J. P. Leinroth, Public Service Electric & Gas Co.
C. H. Lekberg, Northern Indiana Public Service Co.
Ralph L. Manier, Central New York Power Corp.
W. S. Walker, Consolidated Edison Co. of New York, Inc.
H. E. G. Watson, Consumers Gas Co. of Toronto
Carl Wierum, The Brooklyn Union Gas Co.
Roy E. Wright, Negea Service Corp.
E. R. Rothert, The Cincinnati Gas & Electric Co.

Affiliated Association Representatives

D. D. Beach, Atlanta Gas Light Co. (Southern Gas Association)
Lawrence E. Biemiller, Consolidated Gas Elec. Lt. & Pr. Co. of Baltimore (Maryland Utilities Association)
Paul Craig, Equitable Gas Co. (Pennsylvania Natural Gas Men's Association)
L. A. Farmer, Northern Oklahoma Gas Co. (Oklahoma Utilities Association)
Lloyd French, Union Gas Co. of Canada, Ltd. (Natural Gas and Petroleum Assn. of Canada)
John A. Fry, Detroit-Michigan Stove Co. (Gas Appliance Manufacturers Association)
J. H. Gumz, Pacific Gas & Electric Co. (Pacific Coast Gas Association)
H. C. Haroldson, The Commonwealth & Southern Corp. (Michigan Gas Association)
A. E. Hatley, Central Indiana Gas Co. (Indiana Gas Association)
Stanley E. Little, American Stove Co. (Gas Appliance Manufacturers Association)
G. C. Marrs, Lebanon Valley Gas Co. (Pennsylvania Gas Association)
E. W. Mears, Mears-Kane-Ofeldt, Inc. (Gas Appliance Manufacturers Association)
P. C. Osterman, American Gas Furnace Co. (Gas Appliance Manufacturers Association)
E. L. Power, Cambridge Gas Light Co. (New England Gas Association)
B. H. Roberts, Minneapolis Gas Light Co. (Mid-West Gas Association)
W. Frank Roberts, Standard Gas Equipment Corp. (Gas Appliance Manufacturers Association)
Harry A. Sutton, Public Service Electric & Gas Co. (New Jersey Gas Association)
Donald H. Thorburn, Salem Engineering (Canada) Ltd. (Canadian Gas Association)
R. J. Vandagriff, The Laclede Gas Light Co. (Missouri Association of Public Utilities)
A. T. Carper, Public Service Co. of North Carolina (Mid-Southeastern Gas Association)

Committee Chairmen

Frank M. Foster, chairman, Food Service Equipment Committee, Southern California Gas Co.
Charles C. Eeles, chairman, Committee on Heat Treating and Finishing With Gas, The Ohio Fuel Gas Co.
W. Wirt Young, chairman, Non-ferrous Metals Committee, W. Wirt Young & Associates, Inc.
J. P. Leinroth, chairman, Industrial and Commercial Gas Advertising Committee, Public Service Electric & Gas Co.

Section Conference Plans Complete

THE program for the three-day A. G. A. Sales Conference on Industrial and Commercial Gas of the American Gas Association has been completed according to an announcement by Harry A. Sutton, program chairman. The conference will be held in Boston on March 17-19 at the Copley Plaza Hotel.

A somewhat different arrangement has been made of the program this year which will be of greater convenience to the attending gas men. The first day will be given over to the commercial gas phases of our industry. The second day will have subjects of interest to both commercial and industrial men, while Wednesday will be devoted to subjects on industrial gas. The subjects to be discussed, and papers to be presented on the respective days are as follows:

COMMERCIAL GAS DAY

Monday, March 17, 1947

Trends in Food Supply—The effect on the food service industry caused by changing conditions in the supply of fresh, frozen, dehydrated and canned foods.
Modern Trends in Commercial Kitchen Planning
How Should the Type and Quantity of Commercial Cooking Equipment Be Determined
Our Stake in Other Commercial Sales in the Main Street Stores
Commercial Cooking Equipment
Selling Gas to Bakeries
How Various Foods Are Best Cooked
Sanitation in the Restaurant

GENERAL MEETING ON INDUSTRIAL AND COMMERCIAL GAS

Tuesday, March 18

Research
Commercial Gas Cooking Sales Promotion
Industry-wide Cooperation Brings Results
What Gas Means to the Copper and Brass Industry
What a Customer Demands and Expects from the Gas Company
Are We Still Salesmen or Did We Lose Our Touch During the War?
The Impact of Changed Economic Conditions on the Competitive Position of Gas
Trends in Production and Distribution and Their Possible Effect on Large Volume Gas Sales

LUNCHEON

Tuesday, March 18

Speakers:

R. H. Hargrove, President, American Gas Association
George R. Harrison, Dean of Science, Massachusetts Institute of Technology
(Professor Harrison will address the guests on: Atomic Energy—"Industry and the Atom")

RECEPTION

Tuesday, March 18, 1947

The Gas Appliance Manufacturers Association will hold a reception from five until seven o'clock for all those attending the conference.

INDUSTRIAL GAS DAY

Wednesday, March 19

The Design and Use of Ovens with Special Reference to Safety
Modern Sales Technique Covering Large Air Heater Applications
Drying Ovens with Low Temperature Radiant Panels
New Fields for Prepared Atmospheres
What To Look for in the Ferrous and Non-Ferrous Metal Industries
Our Position in Wholesale Baking
How To Sell Gas in Textile Processing
Heat Applications in Precision Casting

Technical Section

C. S. GOLDSMITH, Chairman | A. C. CHERRY, Vice-Chairman | A. GORDON KING, Secretary

Organized for Technical Progress

C. S. Goldsmith

By C. S. GOLDSMITH*

Chairman, Technical Section, American Gas Association

OF the two Departments and the five Sections constituting the American Gas Association, the Technical Section has a membership of 2,038, of which number 225 are presently registered in A. G. A. committee work. When we consider that the total A. G. A. individual membership is 4,451, these figures seem impressive.

But in spite of the comparatively large number of men directly engaged in Technical Section work, we never seem to get caught up on our problems. This is probably the way it should be because as someone has truthfully maintained, "No problems, no progress."

The war years placed severe burdens on the operating engineers, but those burdens seem trivial now in the light of present-day experiences. Utility labor became increasingly scarce during the progress of the war, but a compensating diminution in new construction work helped to soften the blow. And then, too, because there was so little construction, not only was there little demand for materials, but those that were necessary could be obtained on priority rating.

In this postwar period many companies are finding it difficult, not only to hire men, but also to retain them on the payroll for more than a week or two after they are hired. And materials—well, materials and equipment are so unobtainable we stay awake nights wondering what we're going to use for substitutes during the interim of from five to fifteen months between orders and deliveries.

This shortage of labor and material comes at a time when the gas industry is trying to expand its facilities to meet an accelerated demand for gas service. Undoubtedly the shortages of both coal and oil during the war years, combined with the unfailing supply of gas, have contributed greatly to the desire of customers to climb on the band wagon with satisfied gas users. Another contributing factor, of course, is the price stability of gas as compared with other fuels. But my confidence in the soundness of our industry is such that I believe the greatest motivating urge to use gas in place of other fuels is an ever-increasing recognition of the superior service we have to offer where heat is required to do a job. Hence our motto—"If it is done with heat, it can be done better with gas."

Cooperation with Others

By this time, you are wondering what all this has to do with the functioning of the Technical Section. The answer is plenty. This is our "baby." It is up to the technical operating men to plan and construct the additional production and distribution facilities to meet the growing demand for gas. How well we do our job is dependent largely on how well we confer and cooperate with other technical men to the end that the fait accompli will reflect the best judgment of the entire industry.

It should not be inferred that Technical Section men are self-sufficient and require no aid from others. Fairly good liaison is maintained, not only with other A. G. A. activities, but also to some extent with State and regional gas associations. While representatives from each of these associations are members of our Managing Committee, we do not obtain the benefits that a closer contact would give us. Steps are now being taken to effect a better exchange of information.

George H. Smith, assistant managing director of the A. G. A., is doing some contact work with regional associations which are affiliated with the American Gas Association. Several weeks ago the managing director of the Southern Gas Association spent considerable time with the entire headquarters staff looking to better coordination. Representatives of the Pacific Coast Gas Association and the New England Gas Association were also present.

In this connection, Mr. Smith received copies of six questionnaires which the Southern Gas Association Operating Committee designed solely for member companies for the purpose of making a comparative study of practices. The information thus collected will be held as confidential by the S. G. A. Committee, but the results will be made available to the A. G. A.

Each questionnaire subject is sponsored by a different individual, as follows:

Connecting Services to Mains (13 pages)
F. L. Carmichael, general manager, Lone Star Gas Co., Fort Worth, Texas.

Corrosion Control & Protection Methods for Underground Gas Pipe Lines (9 pages)
C. E. Cloud, general superintendent, Oklahoma Natural Gas Co., Tulsa, Okla.

Cost and Extent of Free Customer Service on Customer Premises (4 pages)
H. K. Griffin, vice-president & general manager, Mississippi Gas Co., Meridian, Miss.

Methods Employed for Reducing & Detecting Leakage in Gas Distribution Systems (7 pages)
J. S. Scarborough, general superintendent, Texas Public Service Co., Austin, Texas.

Training Servicemen and Other Operating Personnel (4 pages)
R. A. Metzke, assistant to operating manager, United Gas Corporation, Houston, Texas.

Comparison of Low Pressure Distribution Systems with Intermediate High Pressure Distribution Systems (5 pages)
W. B. Hambright, distribution superintendent, Atlanta Gas Light Co., Atlanta, Georgia.

It is planned to discuss these subjects at the Annual Meeting of the Southern Gas

* The Brooklyn Union Gas Co., Brooklyn, N. Y.

Association scheduled for April in Biloxi, Mississippi.

Obviously if liaison of this character is established between A. G. A. committees and regional associations, duplication of effort will be avoided, but more important, concerted studies will produce superior results. Thus it would appear desirable to have at least one member of each committee and each subcommittee of regional associations become a member of the corresponding A. G. A. committee. In some instances, this idea may be realized now, but if so, it is more by accident than by design. It is especially desirable that those of us engaged in A. G. A. activities receive as many ideas and suggestions from as many individuals as possible. Only in this way can we hope to make our work reflect the needs of the whole country.

Technical men are so busy now with their own company activities, they feel reluctant to take time out to prepare comprehensive papers. Committee chairmen feel that it's unfair to ask them to do so. Consequently, much greater emphasis must be placed on group efforts to provide the answers to our present-day problems. This means that we have to expand our contacts in order to receive as much help from others as possible.

—Socal Gas News.

"He was up there paintin',-when along comes a cold snap"

Fine Cooperative Spirit

During the recent coal strike the fine spirit of cooperation and helpfulness that has always been present in the Technical Section again asserted itself when a group of gas engineers met at A. G. A. headquarters December 6 to outline procedures for shutting off gas to consumers in the event the strike had continued. Many gas companies who found it impossible to send representatives to the meeting, sent telegrams, or registered air mail, outlining their thoughts on the problem. Such activities obviously are a function of the Technical Section but they cannot be classed as routine.

Science in this atomic age is on the march. New discoveries and inventions are arousing new ideas of application. If we in the Technical Section are to live up to our name, we must keep pace with modern developments. We must reason, experiment and adapt—not only the relatively few of us engaged in A. G. A. committee work, but everyone in the gas industry. A few examples will make my meaning clear.

Six or seven different methods are now available for measuring the metal thickness of steel tanks, pipes and other containers from one side of the metal only. Could we adapt one of these methods to measuring the metal thickness of old services, working from the inside of the pipe, we would know which services to renew on prior-to-paving jobs without exposing the pipes.

Curb-cocks on services are known to be unsatisfactory in several respects. To begin with, a curb-cock at best will shut off only part of the service. Later on when the service has failed, a curb-cock interferes with the insertion of copper tubing. The cores "freeze" to the bodies of the cocks, the curb boxes gradually fill with dust and debris and at times are completely paved over when a sidewalk is renewed. With modern shut-off devices available, such as the expanding rubber plug, why don't we provide for shutting off the service at the main?

The Minnesota Mining and Manufacturing Co. makes a plastic sealing compound which, when mixed with an accelerator, forms a synthetic rubber. The Brooklyn Union Gas Co. has already used this product to seal bell and spigot joints on a 42" cast iron main extending more than a hundred feet underneath subway tracks. Naturally, the work had to be done from the inside of the main since it was practically impossible to reach the outside. The compound clings so tenaciously to cast iron, it cannot be pulled off. Can we not find many uses for a product of this kind?

Intersectional Comittee Work

Seven main committees, reporting directly to the section chairman and vice-chairman, are set up to carry on the routine work of the Technical Section in 1947. Subcommittees, under the direction of committee chairmen, are organized to study and report on special assignments.

A new development in the Section has been the creation of the Executive Committee composed of the chairman, C. S. Goldsmith, and the vice-chairman, A. C. Cherry, the two immediate past chairmen, L. J. Eck and L. E. Knowlton, and two additional members, one from the Natural Gas Department, R. J. Plank, appointed by its chairman, and one from the Manufactured Gas Department, E. G. Boyer, appointed by its chairman. Each of these two members will serve two years but will be replaced on alternate years. It is planned to call frequent meetings of this committee to assist the chairman in carrying on the year's activities.

The Executive Committee reports to the Managing and Advisory Committee; the Managing Committee personnel is composed of selected top ranking gas engineers and representatives of affiliated associations, and the Advisory Committee personnel is composed of past section chairmen. Obviously, infrequent meetings are held by these groups but all important matters are referred to them for final decisions.

Gas Production Committee

The plans of the Gas Production Committee, under the leadership of Samuel Green, The Brooklyn Union Gas Co., are comprehensive in scope. Naturally, the committee is greatly concerned with the various ideas and suggestions arising from the work of the Production Research Committee of the Manufactured Gas Department. Methods for producing more and more gas in existing plants is the urgent need of the hour, since material shortages have greatly curtailed the addition of new equipment for gas making purposes.

The subcommittee on Carbonization and Coke is interested in the various major oven repair jobs, now in progress or recently completed, and will collect information on this important and costly work. It will consider possible offsetting measures for the increases in labor costs. New material-handling equipment will be studied with this end in view.

The Oxygen Subcommittee will investigate large scale production of oxygen rather than its utilization, since the latter has been well covered in the past. Industries, other than the gas industry, are interested in this matter and several large development organizations are working on the problem.

The Water-gas Subcommittee will continue its study of methods to increase water-gas set capacity. They will secure information on higher B.t.u. gas to the end that distribution capacities might be increased without the necessity of adjusting appliances. Higher steam pressures in gas plants will come in for scrutiny with a view toward determining the economics of the use of high pressure steam for power purposes before it is used in the water gas process.

Distribution Committee

J. H. Collins, New Orleans Public Service, Inc., who heads the Distribution Committee, is planning an ambitious program for the coming year. Believing that the scope of the Subcommittee on Construction and Maintenance in distribution work is very broad and of prime importance, Mr. Collins thinks that better results would be secured if the activities of this committee were subdivided, but no positive action has been taken.

A new subcommittee entitled "Distribution Design and Development" has been created to fill a need for more information on this important subject. As previously mentioned in this article, new materials and new ideas arising from many sources have made it imperative that we evaluate them carefully and adapt some of them to our work. To mention but one of the new materials to be

investigated, I suggest plastic pipe. District regulator operation and maintenance together with the allied subject, pressure control, come under the jurisdiction of this group.

In keeping with the times, the Subcommittee on Work on Consumers Premises will include in its activities a study of the effects on various appliances of sub-normal gas pressures at the burners. This eventuality might arise as a result of curtailed gas supply to consumers from any one of a number of causes.

Such a study has been made in one company and in the interest of correlation, the results will be given to committee members as a guide in running their tests.

Special consideration is being given to studies of "Domestic Regulators," work on "Sacrificial Anodes" and revision of Dr. Scott Ewing's book on "Soil Corrosion," which is in great demand and is now out of print.

The Meter Repair Manual, which has not been revised in many years, will be brought up to date by the Subcommittee on Meters and Metering.

Safe distribution practices are being given a great deal of thought and a subcommittee has been formed to cover this subject.

Chemical Committee

The Chemical Committee, under the chairmanship of W. R. Fraser, Michigan Consolidated Gas Co., has formed the same kind of subcommittees they had last year with two additional ones. The first will cover LP gas considerations. In forming this new committee, Mr. Fraser stated that the Chemical Committee might be stepping out of line but he said that this committee would consider the safety angles of the unloading and storage of LP gases in production plants. Safety codes are good but quite diversified—some quite old and some not up to date. Before the end of another year, Mr. Fraser hopes to present some kind of code having A. G. A. approval, which can be given to the industry for use in its work.

The Chemical Committee Index, successor to the Opperman Index, a valuable reference to matters of a chemical nature in Association publications, will shortly be available for distribution and sale. In order to keep such work up to date, a new subcommittee has been formed to make annual reports and abstracts of the literature which for future years can be added to the Chemical Index.

"Gaseous Fuels" is now in the printer's hands and it is hoped that publication will be prior to the Spring conference next June. This will be a successor to "Fuel-Flue Gases" which is now out of print.

Two projects are in the course of development with the Bureau of Standards in Washington. One is a study of calorimetry relating to gases in the higher B.t.u. ranges. The other, "Gas Analyses," is under way and someone will be appointed to report at the Spring conference on work accomplished.

Motor Vehicle Committee

B. D. Connor, Boston Consolidated Gas Co., is Chairman of the Motor Vehicle Committee. An excellent example of cooperative endeavor between the A. G. A. and the E. E. I. is seen in the recently combined motor vehicle committees of both of these Associations. It was felt that inasmuch as many companies belonging to the American Gas Association are both gas and electric, some tie-in should be made. As in the past, the Motor Vehicle Group will hold their conference at the time and place of the Distribution conference, but only insofar as their subject matter is of special interest to distribution engineers will it appear on the Distribution conference program.

Organic Sulphur Committee

This committee, under the direction of Dr. E. W. Guernsey, Consolidated Gas, Electric Light & Power Co. of Baltimore, was formerly a subcommittee of the Gas Conditioning Committee. The latter committee, having finished its excellent work on gum protective devices for use on gas appliances operating on manufactured gas, was discontinued.

The Organic Sulphur Committee is working toward the development of a method that will be sufficiently economical to warrant adoption for the removal of sulphur compounds from manufactured gas. Much of their work is being done at the Institute of Gas Technology. Plans are being worked out for some of the recommended analytical procedures to be tried out at member company plants.

Gas Chemists' Handbook Revision Committee

E. L. Sweeney, Boston Consolidated Gas Co., is chairman and has been continuously since 1941 when the committee was organized.

The "Gas Chemists' Handbook" was last revised in 1929 and was then complete in one volume. The present committee considered that a revision of the entire book was impracticable and consequently revision is being made by separate chapters which will be printed and sold as soon as they are ready. The chapters already published are Gas Chemists' Book of Standards for Light Oils and Light Oil Products, and Gas Chemists' Method of Dry Box Purification of Gas and Gas Analysis.

The next chapter, which it is hoped will be published during the coming year, will deal with "Enriching Agents."

A. G. A. Purging Code Revision Committee

A new committee was formed this year, under the chairmanship of A. D. Harrison, The Brooklyn Union Gas Co., to supplement and revise, where necessary, the A. G. A. Purging Code. At least one new subject, LP gases, will have to be treated by the committee.

Conclusion

It is difficult to portray the real value of the Technical Section by merely listing its activities. The program prepared and the papers presented at its conferences are important to establish a record of accomplishment which all may see. But within this framework is a living, dynamic spirit of cooperation for mutual profit and common benefit. Coventions, conferences and committee meetings provide the opportunities to make friendly contacts that serve to bridge the intervals between such gatherings. Requests for advice or information, whether by letter, phone call or telegram, would not be answered with complete candor were it not for the esprit de corps promoted in the Section.

New Requirements Published

RECOMMENDED revisions to American Standard approval requirements for gas space heaters, domestic ranges, and portable baking and roasting ovens, as well as proposed new standards for combination ranges have been published and distributed to the gas industry by the Approval Requirements Committee.

The four texts have been issued for review and criticism. Following revision as result of comments received, under normal procedure they may be expected to become effective January 1, 1948.

Space heater revisions deal principally with modifications in keeping with present engineering practices, requirements no longer considered essential having been deleted for simplicity. Basic provisions for safe operation, substantial and durable construction, and acceptable performance are retained.

Range revisions are confined at this time to constructional changes dealing with venting. In addition they now make provision for models designed for attachment to a kitchen ventilation system.

Portable baking and roasting oven revisions consist mainly of proposed additions for high altitude operation and changes to bring current provisions up to date.

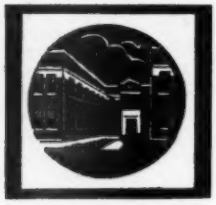
Proposed combination range requirements apply to models of the dual-oven-type in which the oven section may be heated by either or both gas or other fuel. They represent the first individual standards for this type of equipment.

Trend?

● Discussing a campaign to save the dining room started by Crockery and Glass Journal, an editorial in the November 22 issue of *Printers' Ink* says:

"From an economic standpoint, the elimination of dining rooms from millions of the new homes now being constructed is a trend that can have repercussions in many lines of business, affecting manufacturers, wholesalers and retailers alike. . . .

"We think that this trend may concern the food industry, too. Some may not agree, but in our case we always seem able to pack away an extra helping at a meal served in the dining room."



Laboratories

ARTHUR F. BRIDGE, Chairman

R. M. CONNER, Director

Foreign Representatives Visit Laboratories

REPRESENTATIVES from eight countries have been spending considerable time at the American Gas Association's Testing Laboratories during the past two years, indicating that American gas appliance standards, testing techniques and research endeavors are of increasing interest abroad.

Visitors have included three representatives of the French Gas Engineering Mission, namely A. Baril, G. Marlio and P. Agron; Dr. John Rydberg of the Royal Institute of Technology, Sweden; A. de Grave of the Belgian Economic Mission; Julio LaPorte of Uruguayan Standards Association; E. Crowther of British Institute of Gas Engineers; Michal Ferier of Imperial Continental Gas Association, Brussels; and W. J. Morley of Building Research Board, London. Soviet Purchasing Mission representatives called for two successive years and also visited the Los Angeles branch of the Laboratories.

The British Ministry of Fuel and Power recently published a report on domestic heating in America based upon a survey here by a joint party of representatives of the ministry and the Department of Scientific and Industrial Research. Three representatives, J. C. Pritchard of the ministry and C. C. Handisyde and R. H. Rowse of the research group, spent some time at the Laboratories and describe their operations in the report.

Visitors from individual foreign companies likewise have often spent considerable time studying Laboratories operations. Largest number of visitors from a single country came from Australia. Three representatives sent by the Australian Gas Light Company made a thorough study of both testing and research operations during the past summer.

Recent guests of the Laboratories include the following:

Denmark—Egon Elverdam, Municipal Gas Co., Copenhagen.

England—L. A. Bratt, A. R. Bennett and Kenneth Davis of Radiation Ltd., Eric Gibbons of Gibbon Brothers, Ltd.

Australia—W. J. D. Palmer, J. S. P. Harper and G. A. Peterson of Australian Gas Light Co., Sidney; T. B. Simpson of A. Simpson & Sons; T. W. Hughes of North Shore Gas Co.; H. S. Graham of W. T. Carmichael Ltd.; W. H. Keysor of Gas Industries, Ltd.; and F. W. Obermann of Metters Ltd.

Sweden—Bengt Magnusson of Husqvarna Laboratories.

France—Chalot and Van Goethem.

George E. Whitwell Honored

HONORING George E. Whitwell, retiring chairman of the Laboratories Managing Committee, staff members of the American Gas Association Testing Laboratories recently presented him with a wrist watch. The presentation was in appreciation for 18 years of service on the committee, the past five of which he was chairman.

In making the award, R. M. Conner, director, called attention to the fact that Mr. Whitwell served as chairman through the most critical period of the Laboratories history, his tenure having encompassed the conversion of the Laboratories to war work and back to peacetime operations again in addition to their restoration after extensive damage by fire some years ago.

Mr. Whitwell, pointing out the service that the Laboratories have given the gas industry in establishing standards for gas equipment and testing appliances, complimented the staff upon its achievements.

"The Laboratories have stood as a sort of symbol to me of the kind of thing that has demonstrated the greatness of American democratic principles," he said. "While a good many of the latter have suffered from attacks of one kind and another during the past, it has always been a source of gratification to me that the Laboratories have stood fast without appreciable change as a successful example of the self-regulation of a large industry.

"It is no wonder, therefore, that I have been keenly interested in them and whatever this interest may have cost me in the way of time and work has been more than fully repaid through the excellence of the results which have been obtained. The watch comes as a sort of extra dividend which will remain with me in the forepart of my memory for the rest of my life."

On behalf of staff members of the A. G. A. Testing Laboratories, R. M. Conner, director, presents engraved wrist watch to George E. Whitwell, right, member of Managing Committee for 18 years and chairman 1941-'46

Mr. Whitwell, who is vice-president in charge of sales, Philadelphia Electric Company, remains as a member of the Laboratories Managing Committee. After retaining the chairmanship throughout the war in spite of pressure of other duties, he was recently succeeded by Arthur F. Bridge, vice-president and general manager, Southern Counties Gas Company, California, and a member of the committee for nearly 17 years. The committee was recently enlarged with the appointment of George F. Mitchell, president, The Peoples Gas Light & Coke Company, Chicago, and Elmer F. Schmidt, vice-president and operating manager, Lone Star Gas Company, Dallas.

More Meals Eaten At Home in 1946

AMERICANS ate more meals at home during 1946 and thus reversed a wartime tendency toward eating out.

This was shown recently in a Commerce Department report which also said that they nevertheless spent a record high average of $330 each on food and drinks.

Higher prices "following decontrol action" were said to have had a big part in boosting the average. Also there was more food to buy.

The $46,000,000,000 total spent on food and beverages in 1946 represented more than 35 percent of all consumer outlays for goods and services during the year, the Department's Office of Business Economics said.

The $330 average per person was almost double the $170 average for 1941. The 1945 average was $305.

"With the increase in food supplies, the reorganization of many families and the withdrawal of women from the labor force, sales at eating and drinking places evidenced a tendency to level off during 1946," the Department said. "On the other hand, sales of food stores showed a continuing upward trend throughout the year."

More Gas to Mexico

THE construction of a second natural gas pipe line to transport gas from the Rio Grande Valley to industries in Monterrey, Mexico, is to start soon, Feliziano Elizondo, president of Compania Mexicana de Gas, S.A., Monterrey, has announced.

The new line will parallel a 30,000,000 foot line now in operation, and will be a high pressure line. Mr. Elizondo said the new line will have an 80,000,000 cubic feet capacity.

Personal and Otherwise

French Heads A. G. A. Rate Committee

Newell E. French

APPOINTMENT of Newell E. French, manager of the rate department of Equitable Gas Company and Duquesne Light Company, Pittsburgh, as chairman of the Rate Committee of the American Gas Association was announced by R. H. Hargrove, president of the Association.

In this capacity, Mr. French heads a group of rate and valuation experts representative of the gas utility industry who are conducting a continuing study of rate structures and related matters. This committee has issued a number of valuable rate reports in past years.

Born in Racine, Wisconsin, Mr. French was graduated from the University of Wisconsin in 1923 with a bachelor of science degree in electrical engineering. He remained at the University as an instructor and to pursue graduate studies until 1926 when he joined the staff of the Wisconsin Public Service Commission.

Entering the employ of the Philadelphia Company and Subsidiary Companies in July of 1928, Mr. French has served as supervisor of rate analysis, director of rates, and since May 1941 as manager of the rate department of Equitable Gas Company and Duquesne Light Company (both of which are in the Philadelphia Company group).

A member of the Engineers' Society of Western Pennsylvania, Mr. French also serves on the Rate Research Committee of Edison Electric Institute and on the Rates and Regulations Committee of National District Heating Association.

Lerch Heads Finance and Control Committee

F. H. LERCH, JR., president of Consolidated Natural Gas Co., New York, was elected chairman of the Finance and Control Committee of the American Gas Association at the December meeting of the Association's Executive Board.

Other members of this committee, which is one of the most important in the organization, were elected as follows: James A. Brown, vice-president, The Commonwealth and Southern Corp., New York; R. E. Ramsay, president, New Haven Gas Light Co., New Haven, Conn.; Paul R. Taylor, vice-president, Stone and Webster Service Corp., New York; and P. S. Young, chairman of Executive Committee, Public Service Electric and Gas Co., Newark, N. J.

Southwest Personnel Group Elects Senyard

W. H. Senyard

W. H. SENYARD, personnel director of the Louisiana Power and Light Co., New Orleans, La., was elected chairman of the American Gas Association Southwest Personnel Conference in a recent mail vote of that group. He succeeds H. D. Carmouche, superintendent of pipe lines, Houston Pipe Line Company. Other new officers are Willard G. Weigel, personnel director, Lone Star Gas Co., Dallas, vice-chairman, and R. S. Collings, relations director, United Gas Corporation, Houston, secretary.

Organized in 1943 as an industrial relations forum for southwest gas utility executives with the objective of improving wartime operations, the conference has proved an outstanding success. Its meetings assisted materially in the clarification and practical application of the numerous governmental war manpower regulations. The continued importance of personnel matters has impelled the continuance of this organization as a means of keeping companies better informed on area developments.

Achievements of the conference include the successful establishment of satisfactory tested and going rates for pipe line transportation of natural gas and publication of a Manual on Natural Gas Distribution Job Classifications which has wide circulation in the gas industry.

Mr. Senyard, the new chairman, is a graduate of the University of Arkansas who joined the Louisiana Power and Light Company in 1926. He addressed the Employee Relations Forum at the Annual Convention of the American Gas Association last Fall on "Better Relations Through Better Information."

A. K. Root Retires

ALBERT K. ROOT, manager of the heating accessories department of the American Radiator & Standard Sanitary Corporation, has retired after 45 years of service with American-Standard and its predecessor companies.

Mr. Root is well known in the heating industry, having first been employed by the American Radiator Co. in 1901 as a salesman in Chicago. Since that time, he has held various positions with the company in Chicago, Buffalo, New York, and Pittsburgh. He moved to Pittsburgh in 1940, following the integration of the sales departments of that company and the Standard Sanitary Manufacturing Company.

Personnel Advancements at Southern Union

Tom Corr

C. H. ZACHRY, president of Southern Union Gas Co., Dallas, Texas, has announced that effective January 6, Tom Corr, Pecos, Texas, has been transferred from Pecos to Santa Fe, New Mexico, as district manager of the company's entire Northwestern New Mexico district. He replaces O. B. Peacore who resigned recently.

Mr. Corr, who has been in the employ of Southern Union 15 years, has been district manager of Southern Union's West Texas district for the past eight years. The preceding seven years of his employment were spent in the State of New Mexico during which time, as construction superintendent, he laid the original gas line into Santa Fe, and later served as main line superintendent at Albuquerque.

Sloan Paxton

Sloan Paxton, Pecos, Texas, succeeds Mr. Corr as district manager of Southern Union's West Texas district. Mr. Paxton, a Southern Unionite for 11 years, has served as assistant district manager of these West Texas properties for four and one-half years. Prior to that time, his employment included one and one half years in the company's service department at Santa Fe and five and one-half years as Manager of Southern Union's water properties at Quanah, Texas.

Lone Star Promotes Charles Barndt

M. L. BIRD, superintendent of Lone Star Gas Company's Abilene division of distribution, has announced the appointment of Charles Barndt as sales supervisor for the Abilene Division.

Mr. Barndt succeeds Guy M. Custer, who retired from active service with Lone Star on January 1. He had been assistant sales supervisor prior to Mr. Custer's retirement.

Grand Rapids Gas Men Promoted

W. M. Chamberlain

W. H. Kurdelski

L. H. Verschoor

FIRST vice-president Glenn R. Chamberlain has announced the promotion of Wallace M. Chamberlain as general manager of the Grand Rapids district and general sales manager of the western districts.

Albert G. Schroeder, first assistant secretary, is assistant general manager of the Grand Rapids district. Albert F. Mullins, assistant treasurer of the company, is also made general accounting officer of the western districts. These three officers will continue with Grand Rapids as their headquarters.

Walter H. Kurdelski has been promoted to residential sales manager of the Grand Rapids district, and Leonard H. Verschoor becomes industrial sales manager of that district.

All of these men have heretofore held important key positions in the Grand Rapids district.

Mulcahy Leaves Citizens Gas Utility

B. P. Mulcahy

B. P. MULCAHY, for the past 11 years research engineer for the Citizens Gas and Coke Utility of Indianapolis, has announced the opening of his own offices in Indianapolis as engineering consultant on cupola operation and coal carbonization.

Mr. Mulcahy is a graduate chemical engineer, University of Illinois, 1925. He was chemical engineer for the Associated Gas and Electric Co., Geneva, New York, from 1925 to 1928; chief chemist for the Indiana Gas and Chemical Corp., Terre Haute, Indiana from 1928 to 1936 and research engineer for the Citizens Gas and Coke Utility of Indianapolis, Indiana from 1936 to 1946.

He is a member of the American Foundrymen's Association, past-chairman and director of the Central Indiana Chapter of the AFA, and member of the committees on Cupola Research and Handbook on Fuel. He is a member of the American By-Products Coke Institute, chairman of its Coal and Coke Research Committee and a member of the Foundry Coke Committee. He has been active in the American Gas Association on the following committees: Chemical, Coal Carbonization, Technical Advisory, Survey of American Coals.

Mr. Mulcahy's offices will be located at 3825 Arthington Blvd., Indianapolis, Indiana.

Jennings to Promote Gas Kitchens

Norval D. Jennings

APPOINTMENT of Norval D. Jennings of Greenwich, Conn., as assistant director of the New Freedom Gas Kitchen Bureau of the American Gas Association is announced by H. Carl Wolf, managing director of the Association. He will assist H. Vinton Potter, director of the Bureau, in the national promotion of modern all-gas kitchen units.

A graduate of Yale University, Mr. Jennings has had extensive experience in domestic sales and promotion with Gulf Oil Corporation, Socony-Vacuum, Inc., and Talon, Inc. While associated with Socony-Vacuum, he was engaged in foreign marketing in England, Portugal and Africa.

From December, 1940, to December, 1946, Mr. Jennings served in the Army Air Corps, emerging from the war as a captain. His war record includes 1400 flying hours in the Asiatic-Pacific theatre, 400 combat hours, and 86 combat missions. He holds the Distinguished Flying Cross, the Air Medal with three Oak Leaf Clusters, and a Presidential Citation. Since VJ Day, he has done extensive public speaking on the Postwar Military Establishment. His last assignment was Radar Intelligence Officer for the Tactical Air Command, Langley Field, Virginia.

Stephens Named President

AT a recent board of directors meeting of Council Bluffs Gas Co., Council Bluffs, Iowa, Carl M. Stephens was advanced from vice-president and general manager to president and general manager. L. M. Spence was advanced from assistant secretary and assistant treasurer to vice-president and treasurer. Raymond A. Smith of Council Bluffs is secretary of the company.

Von Maur Relinquishes Gas Distribution Post

JACOB D. VON MAUR, who for the past 23 years has been engineer of distribution of The Consumers' Gas Company of Toronto, has relinquished active direction of the work of gas distribution in Toronto as of January 1.

Mr. von Maur will retain his active association with the gas industry and will continue with the company in the position of consulting engineer.

Prior to going to Toronto in 1924, he was for 21 years with the Laclede Gas Light Co., St. Louis, Mo., holding the position of superintendent of distribution. Before 1903, Mr. von Maur spent five years in the service of The United Gas Improvement Company of Philadelphia.

Active in American Gas Association activities for many years, Mr. von Maur is widely known as the "daddy" of the Distribution Conference. He is also a past president of the Canadian Gas Association.

Mr. von Maur will be succeeded by his former assistant, P. W. Geldard.

Seattle Gas Promotes J. Wilson Gaw

J. Wilson Gaw

APPOINTMENT of J. Wilson Gaw as assistant to the president of the Seattle Gas Company was recently announced by N. Henry Gellert, president of the company. Mr. Gaw advances to his present position from that of domestic sales manager. Previously he served the company as heating sales engineer, salesman's supervisor and assistant domestic sales manager.

Except for four years during World War II, Mr. Gaw has been associated with Seattle Gas Company since 1931. During the War, he served first in a civilian capacity with Headquarters 9th Service Command of the U. S. Army. Later, he was commissioned in the U. S. Naval Reserve where he was attached to the Bureau of Ordnance, industrial engineering section, in charge of the personnel utilization program.

Mr. Gaw was educated in Seattle public schools and spent four years at the University of Washington majoring in business administration.

Delaware Promotions

THE board of directors of the Delaware Power & Light Co., at its regular meeting on December 27th, elected two additional vice-presidents of the company, H. H. Plank and Austin T. Gardner. At the same time, J. W. Mackie was appointed to the office of comptroller.

Davis Elected Vice-President

Wendell C. Davis

WENDELL C. DAVIS has been elected vice-president of Cribben & Sexton Co., Chicago, Ill., according to an announcement by George D. Wilkenson, chairman of the board of directors.

Mr. Davis joined the company as controller in 1942. He was elected treasurer in January, 1943, and became a member of the board of directors in 1946.

During his association with the company, Mr. Davis has guided all fiscal and financial matters for the company.

Michigan Operating Executives Advanced

James E. Spindle

THE production and pipe line district, which is now under the overall charge of Glenn R. Chamberlain, first vice-president, Michigan Consolidated Gas Co., has made a number of important changes in the executive and supervisory staff as of the first of the year.

James E. Spindle, with offices at Grand Rapids, becomes general manager of the production and pipe line district, with charge of all natural gas production, gas fields and transmission operations and construction in the western districts.

Harry J. Gabel

Harry J. Gabel, who still retains the position of manager of the Big Rapids district, becomes general superintendent of the production and pipe line district. His office will remain in Big Rapids.

J. B. Thomson, who has been heretofore with the Muskegon district of the company, has been made engineer production and pipe line district and for the Big Rapids district, with his office in Big Rapids.

Ronald O. Ankarberg has been made field superintendent. Henry Hall has been made general foreman of maintenance. Wesley Morrison has been made general foreman of compressors with their addresses, as before, in Big Rapids.

John L. Robinson, Muskegon, who was formerly general manager of the West Michigan Consumers Company, which company has been acquired and merged with Michigan Consolidated, becomes manager-casinghead gas production and operating superintendent of Muskegon storage field and transmission line, Reed City to Muskegon. William Pike becomes assistant manager-casinghead gas production and assisting operating superintendent of Muskegon storage field and transmission line, Reed City to Muskegon. His office will be in the Reed City plant.

John A. Vary, who has been an engineer in the Grand Rapids district, now becomes chief engineer-production and storage engineering division, and Charles E. Wilcox, formerly also an engineer in the Grand Rapids district, becomes staff engineer-production and storage engineering division. Their offices will remain in Grand Rapids. This engineering division will be under the direction of James E. Spindle and advisory to the company, particularly in general gas storage field matters.

W. Y. Hill Named Sales Representative

William Y. Hill

APPOINTMENT of William Y. Hill as district sales representative for New York State has been announced by R. S. Agee, vice-president, Roberts & Mander Corp., Hatboro, Pennsylvania.

Mr. Hill will serve customers in the territory formerly covered by Walter May, who resigned to open his own appliance business in Kingston, New York. Mr. Hill's territory will include all of the State except Westchester County, Long Island and the metropolitan New York area.

Klauber Named President

L. M. Klauber

L. M. KLAUBER, vice-president and general manager, San Diego Gas and Electric Co., San Diego, Calif., was on December 9, 1946, made president by action of the board of directors. Retiring President Hance H. Cleland was in turn elected to the newly created office of chairman of the board and will continue to take an active interest in company affairs.

Mr. Klauber has served the utility company in various executive capacities since 1911. He was elected to the vice-presidency in 1926 and was made vice-president and general manager in 1941.

Mr. Klauber has been honored on many occasions, including a Doctor of Law degree conferred upon him in 1941 by the University of California for "achievement in engineering and science." He is a member of a number of technical and scientific societies. He graduated from Stanford University in 1908 with an A.B. degree in electrical engineering. From Stanford he went directly to Pittsburgh, where he completed the Westinghouse Graduate Apprenticeship Course, which further qualified him for his career of electrical engineering and management.

He is also a past president of the Pacific Coast Electrical Association and the Pacific Coast Gas Association.

Appointed Manager

Russell M. Perkins

RUSSELL M. PERKINS has been appointed manager of Windsor Gas Co., Ltd., a subsidiary of the Union Gas Co., of Canada, Ltd., according to a recent announcement by T. Weir, general manager of the company.

Mr. Perkins was district sales manager for Windsor Gas Co. in 1942-1943, and since has been supervisor of customer relations for the Union Gas Co. and its subsidiaries, with headquarters at Chatham. Prior to moving to Windsor in 1942, he had been on the sales staff in Chatham for three years and was district sales manager in Sarina for five years from 1937-1942.

He is an active member of the Canadian Gas Association.

Conley Assumes Presidency of Coroaire

A. W. CONLEY, pioneer and developer of compact air conditioning and heating units for moderate priced homes, has been elected president of the Coroaire Heater Corporation of Cleveland, succeeding E. R. Smead who becomes chairman of the company's board of directors.

The action was taken by the board of directors at a recent meeting in Cleveland.

Mr. Conley has served as executive vice-president and general manager since the company's organization in 1944.

Willien and Stafford Join Heath Service

APPOINTMENT of Leon J. Willien and Richard W. Stafford as representatives of his organization has been announced by Milton W. Heath, president and general

manager of Heath Tree Service, Inc., Wellesley, Mass.

Mr. Willien, well known in the gas industry for his consulting work and writings in the gas engineering field, has been appointed special representative for the West Coast with offices in the Electric Building, San Diego, California.

Mr. Stafford, a well known engineer in the Mid-West area, has been appointed special representative for the Mid-West with offices in Chicago, Ill.

Muskegon Appointments

Harry S. Parker

PROMOTION of Harry S. Parker to assistant general manager of the Muskegon district of Michigan Consolidated Gas Company, effective January 1, has been announced by Dean W. Flowers, general manager.

Mr. Flowers also announced the promotion of Dan A. Nielsen to general superintendent and Joseph H. Buck to assistant superintendent.

The assistant general manager position is newly created in the district.

Mr. Parker has been general superintendent for several years. He has been employed in various positions in the Muskegon gas property since January 24, 1921. Prior to then he was employed in the distribution department of the Detroit City Gas Company, which now is a part of the Michigan Consolidated Gas Company.

Cribben and Sexton Vice-President Retires

Carl E. Lyon

AFTER more than 46 years of active service with Cribbon and Sexton Co., Carl E. Lyon has announced his retirement as vice-president and director of purchases, effective December 31, 1946. Mr. Lyon will continue his association with the company in an advisory capacity.

It was in August 1900 when Mr. Lyon joined Cribbon and Sexton as a stockroom boy. In time he was promoted to timekeeper in the nickel shop, then to head timekeeper and paymaster. Later he was made general superintendent, then vice-president and director of purchases.

During the years of association in the stove industry, Mr. Lyon has seen the gradual transition from coal cook stoves to automatic gas ranges. He has also assisted in the direction of conversion and re-conversion through two war periods.

Pittsburgh Group Promotions

ADVANCEMENT of Earl D. Clutter to the position of general superintendent of the Pittsburgh Group heads the list of personnel changes announced on January 1, by Irving K. Peck, vice-president and general manager of the Columbia System affiliated natural gas companies having headquarters in Pittsburgh.

Mr. Clutter received his early natural gas production and transmission training in the Majorsville, W. Va. gas fields. After serving in various capacities for The Manufacturers Light and Heat Co., when the Pittsburgh Group was formed, he became superintendent of pipe lines.

In 1936, Mr. Clutter was named superintendent of transmission. He has been superintendent of transmission and distribution since April, 1944. As general superintendent, Mr. Clutter will have general supervision of the production, transmission, distribution, gas engineering, civil engineering and transportation departments.

Also announced was the appointment of Gerald E. Wilson as superintendent of distribution of the Pittsburgh Group. Mr. Wilson started with The Manufacturers Light and Heat Co. at Toronto in 1925. Advancing from meter inspection through district foreman to district manager, Mr. Wilson went to Pittsburgh in April 1944 as assistant to the superintendent of distribution.

A. B. Lauderbaugh is now chief gas engineer of the Pittsburgh Group. He has general supervision of a newly formed gas engineering department. Mr. Lauderbaugh, a chemical engineering graduate from Bucknell University, joined The Manufacturers Light and Heat Co. in April 1929. He went to Pittsburgh as assistant chief engineer in 1936, and six months ago was named chief technical engineer.

Another promotion announced was that of Ray A. Newbold, for two years local manager at Uniontown, Pa. for The Manufacturers Light and Heat Co. to the position of district manager.

David W. Brown, assistant district manager for The Manufacturers Light and Heat Co. in Beaver Falls, Pa. since 1944, is now district manager in Bellevue, Pa.

Thomas J. Foley has been named local manager of the Beaver Falls, Rochester and New Brighton offices of the natural gas company. Henry F. Cummings, local manager at New Martinsville, W. Va. is now at Sewickley, Pa. as local manager at Sewickley, Coraopolis and Ambridge, Pa.

In the transmission operations of the company, R. E. Grant has become field superintendent of Division 4. Willis H. Hann became field superintendent of the company's Division No. 6.

Sales Promotion Manager Named

Paul H. Dow

APPOINTMENT of Paul H. Dow as sales promotion manager of Bryant Heater Company, Cleveland, is announced by James N. Crawford, vice-president in charge of sales.

Mr. Dow will work with the expanded distribution organization in merchandising the company's line of gas-fired heating equipment.

Mr. Dow went to Cleveland from Dayton, where he was associated with the Airtemp division of Chrysler Corporation, in charge of public relations and dealer relationships. A member of Sigma Pi at Kenyon College, he had previously been with the General Electric Company.

Ball Heads Interior's Oil and Gas Division

SECRETARY OF THE INTERIOR J. A. Krug recently announced the resignation of Ralph K. Davies as acting director of the Oil and Gas Division, the successor agency of the Petroleum Administration for War which Mr. Davies headed as deputy administrator during the entire war period.

At the same time, Secretary Krug announced the appointment of Max W. Ball, geologist and petroleum engineer with a wide experience in both private industry and government, as director of the Oil and Gas Division to succeed Mr. Davies.

Obituary

CHARLES A. HONES, manufacturer of industrial gas equipment, died on January 9 in the Nassau Hospital, Mineola, L. I., after a short illness. Mr. Hones was 81 years of age.

He founded the Charles A. Hones, Inc., in 1911, and began manufacturing gas-fired soldering furnaces and gas burners in a small plant in the Bronx, New York City. The plant was moved to Greenpoint in 1915 and in 1920 moved to their present location in Baldwin, L. I.

Mr. Hones was president of the company since its inception, and took an active part in the management of the company until six years ago when the surviving sons, William R. and Charles J. took over personal direction of the business. He is also survived by a sister, two grandchildren, and two great grandchildren.

EXCESS PROFITS COUNCIL

(Continued from page 90)

discuss the case personally with the members of the field force who have made the examination and who have held the original conferences with the taxpayer.

In arriving at solutions to many of these cases, the Council will have to employ economic data. The manner in which the Council intends to use this data has been the subject of several inquiries.

As a matter of tax history, we all know that economic factors are important considerations in tax legislation. In tax administration, however, economic considerations have not been prominent. For all practical purposes it is safe to say that they have been nonexistent except in the case of the Unjust Enrichment Tax, which was enacted after the Agricultural Adjustment Act was declared unconstitutional by the Supreme Court in 1936. That tax, and the accompanying claims for refund, involved economics, but both were restricted to a small group of taxpayers and involved a relatively small amount of money. By comparison, the Commissioner had a minor problem when viewed in light of the challenge he is facing in connection with Section 722.

At the time Section 722 was enacted, the Bureau of Internal Revenue frankly admitted it was not equipped to meet the economic problems involved. The natural thing for the Commissioner to do was exactly the thing that any good business man would do. He sought expert advice and this meant that he had to add a group of economic specialists to his staff. This group, which is known as the Business and Industrial Research Division, has as its purpose the preparation of special studies and other forms of economic counseling. It was not created for the purpose of settling any specific Section 722 claim. In fact, it usually does not furnish advice with respect to specific claims. Its function is to work principally on general problems having a bearing on types or classes of claims. A good example of this is the analysis of the effects of the drought in the Great Plains during the 1930's. This study is set forth in its entirety in the Commissioner's testimony before the Joint Congressional Committee on Internal Revenue Taxation.

What use will the Council make of these economic studies?

My own feeling is that these reports should be considered by the Council in the same manner as any other data submitted in connection with a claim. In fact, I don't know any other way in which they can be used. They have no peculiar properties which render them any more conclusive than data from other sources. If they have evidentiary value, they will be accorded whatever weight appears appropriate. If they have no evidentiary value, they should be ignored. In short, they are just another part of the record and should be treated as such.

The same thing is true in those cases where the Council will be forced to use data from what appear to be comparable concerns. In the first place, I doubt that there are any two corporations that are exactly comparable in all respects. This in itself means that data derived from a competitor is not conclusive. In the second place, an industry average may not—and probably will not—exactly fit the claim under consideration.

Thus, we are not planning to use economic studies or data on competitors with the idea that they alone provide the answers. They are but one tool in our kit of tools and their value in any particular case will depend entirely upon the circumstances. It is only when they are considered with all the other factors, including those presented by the claimant, that their true value can be determined.

There is one other phase of the Section 722 picture that I feel I must call to your attention. That is the position in this task of the officials of the corporations making claims under Section 722 and the tax practitioners, both attorneys and accountants, who represent these claimants. All of these groups have a distinct and heavy responsibility. This is necessarily so, since in the final analysis the problem relates to one of the basic relationships between the United States Government and the hundreds of thousands of citizen-stockholders of American business corporations.

Those of you who are members of the accounting and legal professions have an additional personal obligation. You are licensed by your local authorities after exhaustive tests of your professional knowledge and investigation of your character and integrity. You are permitted to perform certain functions in the community which involve special responsibilities and a high degree of trust. They carry with them a requirement for conscientious impartiality, not just lip-service to a code of ethics.

I am referring especially to the large number of claims that were filed and which still haves not been completed to the point where the Council can even begin to work. Some of these claims cannot be completed because they have absolutely no merit under any intelligent interpretation of the law. They are interfering with the Council and they are costing the taxpayers money that good conscience cannot justify. They are delaying our work on good claims and are depriving deserving corporations of the use of money honestly due them.

It is my personal opinion that no Section 722 claim has any nuisance value, and I believe this to be the view of the Council. I urge you, therefore, to take inventory in your own shop. It will help everybody if you will live up to the American spirit of fair play in this matter and withdraw any ungrounded claims that you may have filed during the period in which your war activities prevented you from giving the problem the study that it requires.

I don't personally blame any corporation official or any tax practitioner who, in the rush of war-time activity, filed a 722 claim in order to protect a claimant, with the idea in mind that a subsequent study of the law would be made to determine whether or not that claim should be completed and prosecuted. I do, however, object very strongly to the continued prosecution of any claim where the subsequent study failed to disclose any grounds at all. I also want to point out that a spirit of fair play puts an affirmative obligation upon anyone who filed one of these now-abandoned claims. It is not enough that the ball merely be allowed to roll until it loses its momentum. If it isn't going anywhere, the person who started it in motion should pick it up and clear the alley for the other fellow. If you will help in this regard, you will be making a substantial contribution to this job.

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THEY'LL DO IT EVERY TIME - - —By Jimmy Hatlo

YES, THERE ARE FIVE IN OUR FAMILY, BUT I CAN'T IMAGINE HOW WE COULD USE $1.38 WORTH OF GAS IN ONE MONTH! THERE MUST BE SOMETHING WRONG--
NO-WE HARDLY EVER DO ANY COOKING--MAYBE A BIT OF FRUIT FOR BREAKFAST AND A LITTLE SALAD FOR LUNCH--
A FAMILY OF HIPPOS LIVING ON BIRD SEED, TO HEAR THEM TELL IT.
THEM BIG BERTHAS LOOK TO ME LIKE THEY WERE BLOWN UP WITH THAT MUCH GAS EVERY DAY.
MAYBE THEY'RE JUST RAISING THAT LITTLE GORILLA ON COCONUTS.
COMPLAINTS
MAKING LIGHT OF THE GAS BILL. THEY'LL DO IT EVERY TIME——
THANX TO ANNE McCORMACK, BROOKLYN, N.Y.
10-16

Reprinted N. Y. World Telegram.

Associated Organization Activities

G. A. M. A. Appoints Martin Chief Statistician

Edward R. Martin

APPOINTMENT of Edward R. Martin as chief statistician of the Gas Appliance Manufacturers Association, has been announced by H. Leigh Whitelaw, managing director. The appointment is in conformance with the Association's plans to expand and broaden its statistical program.

Mr. Martin, until 1944 was supervisor of statistical activities for the American Gas Association in New York. Following this he became affiliated with Servel, Inc., Evansville, as chief marketing statistician. His most recent affiliation was with E. Holley Poe and Associates, in New York.

J. E. Kern Joins P. C. G. A. Staff

John Edmond Kern

JOHN EDMOND KERN became a member of the staff of the Pacific Coast Gas Association January 1, with the title of assistant manager. Due to the imminent retirement of Carl A. Swigart, the Association's popular trade relations representative, the Manufacturers Section had been asked some weeks ago to suggest a successor.

Mr. Kern is a graduate mechanical engineer from Purdue University. Following graduation in 1922 he was connected with the Line Material Co. for about a year, and for another year was engaged in residential construction in his home town of Lafayette, Indiana. In 1924 he joined the rate and appraisal department of the Midway Gas Co. in California. Upon the merger of the Midway Gas Co. with Southern California Gas Co., Mr. Kern became a commercial and industrial salesman. He was later transferred to the domestic field and, as refrigeration engineer. He continued active in sales and at the time he left the Co. in 1945 he was general supervisor of appliance and dealer sales for the company's system. Mr. Kern has since been associated with Ralph Stowers of Pasadena in the wholesale and retail gas and electric appliance business.

He has been an active member of the Association since 1932. He has served on many committees and in 1940 was chairman of the Sales and Advertising Section.

Mr. Kern will make his headquarters in Los Angeles and while his duties will take him into all phases of the Association's work and all parts of its territory, he will pay particular attention to the appliance sales promotion and upgrading program being plannel by the Manufacturers Section.

P. C. G. A. Advertising Schedule Set Up

PARTICIPATING companies of the Pacific Coast Gas Association, San Francisco, Calif., have approved a budget of $57,428 for the 1947 cooperative advertising program.

In addition to the cost of advertising space and the preparation of advertisements, this budget includes provisions for publicity in the form of illustrated feature articles on gas and gas appliances. Many such articles are prepared and published each year in consumer trade journals.

The committee in charge of the 1947 program consists of J. S. Spaulding, Southern California Gas Co., chairman, R. R. Gros, Pacific Gas and Electric Co., R. L. Hayden, Coast Counties Gas and Electric Co., C. H. Potter, Southern Counties Gas Co., and F. M. Raymond, San Diego Gas and Electric Company.

Midwest Research Institute Elects T. J. Strickler

T. J. Strickler

AT the annual meeting of the Midwest Research Institute in Kansas City, December 10, T. J. Strickler, vice-president and general manager, the Kansas City Gas Co., was elected to the newly created post of vice-chairman of the Board of Governors and chairman of the Development Committee. In the latter post he will organize an area-wide committee to help speed expansion of facilities and services to the region.

On December 16 Mr. Strickler was honored at a meeting of the officers, Executive Committee and members of the Board of Directors of the Kansas City War Chest Fund. He was presented with a beautiful engraved plaque as tribute to his leadership as president of the War Chest Fund during the five years it was in operation from 1941 until the early part of 1946. During this time, when he headed the War Chest Fund, a total of $8,664,409.11 was raised for local charity and war relief fund purposes.

Mr. Strickler is a past president of the American Gas Association.

Clark Joins Texas Group

APPOINTMENT of Earle H. Clark of Breckenridge, Tex., as membership secretary of the Texas Mid-Continent Oil and Gas Association was announced by Charles E. Simons, vice-president and general manager. He succeeds the late W. H. Pullman.

Former special agent for the Federal Bureau of Investigation, Mr. Clark was born in Oklahoma City.

TELEVISION

(Continued from page 71)

it differentiates between red and green by presenting these colors on the monitor as white and black.

The Image Dissector also permits a simplified circuit. The lens which focuses the observed object on the photosurface of the Dissector tube can be adjusted easily and locked in place. The deflection circuit which operates the Dissector tube and sends the impulses to the monitor over a four-lead cable is driven by eight ordinary vacuum tubes.

A standard 300-watt spotlight can be mounted as desired by the user to supply illumination for the pickup unit.

Aside from external illumination, the power requirement of the Utiliscope is 245 watts. The equipment is designed for 60 cycle, 110 volt, single-phase operation, but it can be supplied for 50 or 25 cycles and for other voltages. The two power units have capacity for approximately 250 watts of output.

The monitor, containing a cathode ray tube with its associated deflection circuits and video amplifiers, has an exceptionally wide viewing angle. The screen can be seen clearly within a range of 160 degrees.

Obstructions, vibrations, dirt, ordinary gases and extreme temperatures do not affect the efficiency of the Utiliscope, which is designed for continuous operation at 150 degrees room temperature.

Construction of the equipment permits easy servicing. Each unit can be removed from its cabinet and serviced without disturbing any other part of the apparatus. Focus, brilliance and contrast can be adjusted on the monitor with a screw driver and then be locked in adjustment to prevent tampering.

EXCESS PROFITS COUNCIL

(Continued from page 105)

There is another type of claim that is also very disturbing to me and it is a type of claim about which it is difficult to talk. For want of a better designation I should like to call this the "unreasonably inflated claim." I realize that the determination of when a claim is inflated and when a claim is not inflated, is a subjective matter. It is perfectly natural for salesmen and inventors, for instance, to be optimistic. They couldn't make a living if they weren't. But what is reasonable to them is quite often extremely unreasonable to the investment banker.

I am not asking you to take the viewpoint of the investment banker. I am asking you to take as detached a viewpoint as you possibly can. I am asking you to be reasonable, just as you are asking the Council to be reasonable and just as the Council is advising the field committees to be reasonable. If your sales manager or your client is an incorrigible optimist who dwells in Utopia, balance him with your comptroller or your treasurer and use your very best efforts to persuade him to eliminate any obvious inflation before you start serious negotiations with your field committee.

LP GAS INDUSTRY

(Continued from page 83)

a large portion of the facilities producing aviation gasoline components have been employed for other purposes. A large quantity of the butane (and butylenes) formerly used for producing war materials is now going into motor fuel, however a good portion of it has been made available for use by the LP gas industry. It appears that butane will continue to command a higher price than propane due to the demand for butane in motor fuel.

From available information it appears that most of the increased volume of LP gas marketed in 1946 over 1945 was obtained from refinery sources. Large additional quantities of LP gas are potentially available both from natural gas sources and from refinery sources. With firmer prices for propane in the future it will be possible for producers to justify its diversion from other end uses and to invest in recovery and purification equipment to bring additional product to commercial specifications.

One of the greatest shortages encountered during the past year has been in transportation facilities. Because of limitations imposed during the war on the construction of new LP gas tank cars, the industry's fleet was taxed to capacity at the beginning of the year. The feverish attempts of the industry to enlarge this fleet have met with no success due to the shortage of steel and due to a program of constructing tank cars for ammonia to assist in a fertilizer manufacturing program sponsored by the government. An allocation of steel for a tank car construction program has been approved by the government and should help alleviate this shortage in 1947. There are approximately 3400 tank cars transporting liquefied petroleum gas today and there are about 2300 new tank cars on order. The majority of these new cars have been on order for some time and it is impossible now to say when their construction will be completed. Considerable effort has been devoted to stretching the movement of LP gas in truck transports to assist in overcoming the tank car shortage.

To overcome the inherent burden on the industry's facilities to cope with the winter requirements an increasing demand prevails for the installation of larger volume storage capacity at all points in the distribution channels.

New Developments

The use of LP gas for the cultivation and preservation of agricultural products has shown a healthy increase. Flame weeding passed from the development stage to that of successful commercial application. LP gas is finding use in the many new dehydration plants. The experimental use of flame to promote the culture and ripening of products is continuing and the results appear promising.

The growing demand for the use of LP gas in foreign countries was keenly evident throughout the year. Some petroleum companies having international organizations are now more aggressively developing these markets.

The demand for long distance transportation of LP gas in large quantities has accelerated plans for barge and tankship design and construction.

UNDERWRITING GAS APPLIANCES

(Continued from page 80)

necessarily be subordinated to the interests of the many. This is life and in fact one of the fundamental principles of our democracy. No one wishes to create the impression that local problems do not exist and least of all that their solution should not be attempted. Such items form the basis of our experience and qualify us for membership on the Approval Requirements Committees. The solution of such problems actually is the main reason why approval requirements committees are created.

As a specific example, appropriate requirements committees now have under consideration standards for house heating appliances sponsored by your organization. We are glad to have them and thank you for these as well as for any other constructive comments. I know they will be helpful and that their consideration eventually will result in more practical national requirements. After they have been given due consideration, however, and appropriate portions of them adopted, I trust you will all give the resulting requirements your unanimous support. Years of experience not only in our industry but in every other wide-spread endeavor have indicated that we can make the greatest collective advancement by working together.

Largely because of rapidly changing economic conditions throughout the United States, the completeness and reasonableness of requirements coverage as well as Laboratories operations and their cost are being carefully, thoughtfully, and comprehensively investigated. We welcome such an inquiry. It is a normal study of the relationships between gas utilities, gas equipment manufacturers and others. A committee headed by E. P. Noppel and consisting of members of the American Gas Association Executive Board, the Approval Requirements Committee and the Laboratories Managing Committee are conducting this study. It is well that subjects of such great importance to all are periodically investigated and we assure ourselves the industry's efforts in this direction are being properly coordinated.

COLD CASH FOR "HOTWATER"

(Continued from page 75)

But it can do a worthwhile job, if as in the case of right installation, it carries on a program of education to dealers and others in your community who are called upon by their customers to service water heaters. And here you'll find that the water heater manufacturer will be happy to cooperate with you.

There's the story. You can sum up the successful water heater program in a very few words,—Right Policy,—Right Selling (which includes right quantity, right temperature and right quality),—Right Installation and Right Maintenance.

THE RANGE SITUATION TODAY

(Continued from page 64)

before the industry can meet consumer demands. The indications are that 1947 range production may not exceed 1941 figures due to the fact that manufacturers, in general, cannot expect to obtain more steel in 1947 than they received in 1941."

It is, of course, difficult for the average person to understand why a country that managed to produce in a single year 100,000 airplanes, thousands of tanks, hundreds of enormous fighting ships and untold huge quantities of armaments of every kind does not expect during its second full year of peace to produce enough durable civilian goods of all descriptions to meet the needs of the people.

The answer is not a simple one. It involves first the fact that war production was turned out under the pressure of unlimited overtime, and of patriotic devotion to duty on the part of workers in every capacity and with hardly any regard whatever for cost. That is as it should have been, of course, but we can scarcely hope to duplicate those conditions in peacetime.

Now let's see what the prospects are for getting sufficient sheet steel to meet a requirement of at least 4,500,000 gas ranges per year. To do this, about twice the tonnage used in 1941, when 2,280,000 ranges were built, will be needed.

The steel industry is currently producing at the rate of approximately 60 million tons of finished steel per year, which is slightly *below* the 1941 tonnage of 62,300,000 tons due primarily to the closing of certain hand mills where production cost has become prohibitively high. The 60 million tons will be produced, of course, only if mill operation remains at top level, unhampered by work stoppages in coal, transportation, or in the mills themselves.

Against this annual production of 60 million tons there are estimated to be demands for 67 million, 12 million of which is for the durable goods industry, of which gas ranges are a part, and about the same amount for the automotive industry. Very substantial tonnages also are needed for railroads and construction. The net result is a shortage of about 7 million tons annually. Therefore, for at least a good part of 1947, there just won't be enough steel to go around with the result that there probably will continue to be waiting lists for gas ranges and most other appliances, as well as automobiles and many other things.

There will be scattered exceptions to this condition, of course, as in the case of certain types of ranges that are not in strong demand, and possibly in the highest priced models, but our answer to our customer's second question is that it will undoubtedly be quite a time until she can walk into a store and get immediate delivery on her choice of a wide assortment of ranges. This is a real challenge to the manufacturers, and you may be sure that they are determined to meet it and to continue to tax their ingenuity in an all-out effort to supply the needed gas ranges. In the meantime, your continued patience and cooperation, and that of your customers, will always be a source of encouragement to them. Our industry has abundant capacity, personnel and know-how. Just as rapidly as materials become available you'll get ranges—lots of them—and of the kind of which you can be proud!

In the meantime, this temporarily "oversold" condition should not be cause for relaxing our most intensive merchandising efforts to keep modern gas ranges built to CP standards in top place in Mrs. America's preference. The phenomenal demand today for gas ranges in preference to other kinds is due in no small degree to the effective merchandising of ranges built to CP standards that was carried on before and since the war. It would be a grave error to "pull punches" for even a little while on this program. We should remember that even during the severe cigarette shortage of a few years ago, cigarette advertising, even the costly network broadcasts, continued without interruption; and today it is easier to tune in on a "soap opera" on the radio than it is to find a box of soap on the grocer's shelf. Advertising derives its greatest forces from continuity—the continuity of our merchandising efforts on gas ranges built to CP standards must continue with all the vigor at our command.

SERVICES OFFERED

Seven years **General** and **Property Accounting** Supervision; familiar with NARUC and FPC prescriptions; adaptation of forms to and use of IBM tabulating machines; original cost and depreciation studies; preparation and perpetuation of continuing property inventories; field and office cost audits and analyses; studies of office methods and preparation of procedures. **1535.**

Consulting Engineer—19 years experience in appliance field—familiar with A. G. A. requirements, and manufacturing processes—specialize in burner designs for all appliances—available on part-time fee basis. **1536.**

Experienced Executive—Management Assistant—Graduate Engineer with well rounded education and background in corporate affairs—worked in both electric and gas companies. Particularly interested in public relations having successfully carried out responsible assignments in this field. Veteran. **1537.**

Industrial Sales Manager graduate mechanical engineer with business administration training. Available immediately anywhere. Fifteen years supervisory experience. **1538.**

Administrative Assistant; over 20 years' experience as Secretary and General Assistant to President of large utilty holding company now being liquidated, desires positon vicinity of New York. Capable of handling correspondence, financial, research and statistical matters. Knowledge of accounting. **1539.**

Design, Production, Sales Engineer on Commercial and Industrial equipment immediately available; fifteen years successful experience in the gas industry. Single, college graduate 1927, can locate or travel anywhere. Intimate knowledge of production methods and layout; specification of production equipment and supplies. Further details and interview on request. (40). **1540.**

POSITIONS OPEN

Engineer familiar with the manufacturing end of the gas industry to head up a department for the promotion of a new development. **0479.**

Services required of **Gas Engineer** to design radiant and circulating space heaters for new concern starting production in New Orleans. Competent consultant in different locality acceptable. Permanent or temporary. **0480.**

Experienced Home Economist who can qualify for company with approximately 154,000 meters: nine girls in the Home Service Department. Applicants must have a degree in Home Economics from an accredited college or university—prefer previous utility experience, radio and newspaper column writing. Give complete background as to experience, age, height, weight, include picture. State salary expected. Director will have complete charge of department including personnel. Company furnishes automobile. **0481.**

Foreman for medium size New England Plant—water gas using heavy oil. Excellent opportunity for man capable of managing all activities. Give full particulars. **0483.**

Gas Plant Engineer having a minimum of two years' experience in water gas production, and at least three years' college training in engineering. Supervisory position in gas plant operation of gas distribution and the commercial phase of the work. **0484.**

General Gas Superintendent for Latin American gas public utility. Applicant to have experience in manufacture of gas, using Jones oil-gas process or equivalent. Position also requires experience in distribution and customer relations. Salary open. Applicant to submit full details of education, experience and references. **0485.**

Assistant Superintendent Water Gas Plant making Synthesis Gas in thirteen 11 foot U. G. I. units. Experienced man with a technical educational background desired, salary commensurate with ability and experience, large Chemical Plant located in northern West Virginia. **0486.**

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